

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 25, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	25.0	20,380
2	M*A*S*H	19.5	15,890
3	HOUSE CALLS	19.2	15,650
4	JEFFERSONS	18.6	15,160
5	60 MINUTES	17.6	14,340
6	TRAPPER JOHN, M.D.	17.4	14,180
7	ALICE	17.2	14,020
8	FANTASY ISLAND	17.0	13,860
9	HILL STREET BLUES	16.8	13,690
10	LOU GRANT	16.5	13,450
10	THREE'S COMPANY#	16.5	13,450
12	TOO CLOSE FOR COMFORT#	16.4	13,370
13	LOVE BOAT	16.3	13,280
14	WKRP IN CINCINNATI	15.5	12,630
15	MAGNUM, P.I.	15.4	12,550
16	MONDAY NIGHT MOVIE SPCL(S)	15.3	12,470
17	MAJOR LEAGUE ALL STAR PRE(S)	15.0	12,230
17	QUINCY, M.E.	15.0	12,230

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	15.8	34,120
2	TOO CLOSE FOR COMFORT#	14.2	30,530
3	THREE'S COMPANY#	14.1	30,460
4	FANTASY ISLAND	13.2	28,470
5	M*A*S*H	13.0	28,140
6	JEFFERSONS	12.7	27,490
7	HOUSE CALLS	12.4	26,710
8	CHIPS	12.2	26,290
9	LOVE BOAT	11.8	25,550
10	DIFFERENT STROKES	11.8	25,520
11	ALICE	11.7	25,230
12	HILL STREET BLUES	11.3	24,420
13	HART TO HART#	11.3	24,390
14	LAVERNE & SHIRLEY#	11.0	23,820
15	TRAPPER JOHN, M.D.	10.9	23,530
16	MAGNUM, P.I.	10.4	22,380

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HOUSE CALLS	15.8	13,380
2	M*A*S*H	14.9	12,650
3	JEFFERSONS	14.4	12,180
4	TRAPPER JOHN, M.D.	14.2	12,020
5	FANTASY ISLAND	14.0	11,870
6	MAJOR LEAGUE ALL STAR GM.(S)	13.7	11,620
7	60 MINUTES	13.6	11,530
8	LOVE BOAT	13.4	11,330
9	ALICE	13.2	11,210
10	TOO CLOSE FOR COMFORT#	12.8	10,820
11	SIMON & SIMON	12.7	10,740
12	HILL STREET BLUES	12.5	10,610
12	LOU GRANT	12.5	10,610
14	MAGNUM, P.I.	12.5	10,560
15	HART TO HART#	11.8	10,000
15	THREE'S COMPANY#	11.8	10,000

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	22.6	17,200
2	HILL STREET BLUES	12.2	9,310
3	MAJOR LEAGUE ALL STAR PRE(S)	12.1	9,230
4	FANTASY ISLAND	12.0	9,170
5	M*A*S*H	12.0	9,130
6	MONDAY NIGHT MOVIE SPCL(S)	11.7	8,910
7	CHIPS	11.6	8,820
8	60 MINUTES	11.4	8,710
9	JEFFERSONS	10.8	8,200
10	ABC SUNDAY NIGHT MOVIE	10.6	8,050
11	NBC SUNDAY NIGHT MOVIE	10.5	7,980
12	HOUSE CALLS	10.3	7,850
13	LOVE BOAT	10.3	7,820
14	TRAPPER JOHN, M.D.	10.1	7,680
15	ALICE	10.0	7,610
16	LOU GRANT	9.9	7,550
17	20/20#	9.9	7,540
18	THREE'S COMPANY#	9.8	7,450

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 25, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FANTASY ISLAND	15.6	8,280
2	M*A*S*H	14.0	7,460
3	HOUSE CALLS	13.7	7,260
4	LOVE BOAT	13.5	7,160
5	HART TO HART#	13.4	7,120
6	HILL STREET BLUES	13.4	7,100
6	TOO CLOSE FOR COMFORT#	13.4	7,100
8	MAJOR LEAGUE ALL STAR GM.(S)	12.1	6,440
9	JEFFERSONS	12.0	6,400
10	THREE'S COMPANY#	11.8	6,260
11	SIMON & SIMON	11.7	6,230
12	TRAPPER JOHN, M.D.	11.6	6,190
13	LOU GRANT	11.6	6,140
14	DIFF'RENT STROKES	11.3	5,990
15	NBC SUNDAY NIGHT MOVIE	11.2	5,960
16	HIGH FIVE(S)	11.1	5,920
17	MCCLAIN'S LAW#	11.1	5,900

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.9	6,450
2	HOUSE CALLS	20.6	5,330
3	TRAPPER JOHN, M.D.	19.5	5,050
4	MAJOR LEAGUE ALL STAR GM.(S)	18.5	4,780
5	ALICE	18.1	4,670
6	JEFFERSONS	17.7	4,590
7	MAGNUM, P.I.	17.6	4,560
8	M*A*S*H	17.2	4,460
9	ARCHIE BUNKER'S PLACE	16.1	4,170
10	MAJOR LEAGUE ALL STAR PRE(S)	15.7	4,070
10	SIMON & SIMON	15.7	4,070
12	ONE DAY AT A TIME	14.8	3,830
13	CBS EVENING NEWS-RATHER	14.6	3,770
14	REAL PEOPLE	14.3	3,690
15	LOU GRANT	14.1	3,640
16	LOVE BOAT	13.6	3,510
17	WKRP IN CINCINNATI	13.1	3,400

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	20.1	10,250
2	HILL STREET BLUES	13.5	6,880
3	FANTASY ISLAND	13.3	6,770
4	M*A*S*H	12.4	6,320
5	CHIPS	12.3	6,270
6	MONDAY NIGHT MOVIE SPCL(S)	11.6	5,920
7	NBC SUNDAY NIGHT MOVIE	11.3	5,750
8	THREE'S COMPANY#	11.1	5,660
9	ABC SUNDAY NIGHT MOVIE	11.0	5,600
10	LAYERNE & SHIRLEY#	10.4	5,280
11	LOVE BOAT	10.3	5,270
12	MAJOR LEAGUE ALL STAR PRE(S)	10.3	5,230
13	TOO CLOSE FOR COMFORT#	10.2	5,220
14	DYNASTY	10.1	5,130
15	HOUSE CALLS	9.6	4,890
16	FALL GUY	9.5	4,820
17	60 MINUTES	9.4	4,810
18	LOU GRANT	9.3	4,740

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	28.7	5,680
2	MAJOR LEAGUE ALL STAR PRE(S)	17.6	3,480
3	60 MINUTES	16.8	3,320
4	JEFFERSONS	14.6	2,900
5	ALICE	14.5	2,880
6	MAGNUM, P.I.	14.0	2,770
7	TRAPPER JOHN, M.D.	13.9	2,760
8	BRET MAVERICK#	13.4	2,660
9	HOUSE CALLS	12.7	2,520
10	SIMON & SIMON	12.6	2,500
11	LOU GRANT	12.6	2,490
12	ABC MONDAY NIGHT BASEBALL#	12.5	2,480
13	MAJOR LEAGUE BSBL FRI. ED(S)	12.5	2,470
14	MCCLAIN'S LAW#	12.4	2,460
15	M*A*S*H	12.0	2,380
16	20/20#	12.0	2,370
17	CBS EVENING NEWS-RATHER	11.8	2,330
18	PRIVATE BENJAMIN	11.7	2,310

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																																		
GIMME A BREAK						32	188		A 12.8	23	1043	1878	654	227	717	246	379	357	310	287	506	231	336	320	199	141	271	115	384	249				
1 THU. 9.30P 30 NBC CS						96			B 16.6	27	1353																							
GREATEST AMERICAN HERO						34	196	203	A 10.8	23	880	2017	672	316	736	339	543	442	319	169	690	355	525	353	267	151	198	93	393	244				
WED. 8.00P 60 ABC CS						98	99		B 15.3	25	1247			739	324	533	424	332	182	685	338	514	344	272	157	184	85	347	220					
8.00 - 8.30									A 10.0	22	815	1955	668	308	739	324	533	424	332	182	685	338	514	344	272	157	184	85	347	220				
8.30 - 9.00									A 11.6	24	945	2062	676	323	732	349	547	454	309	160	692	367	532	361	264	148	205	97	433	263				
HAPPY DAYS						37	204		A 12.7	27	1035	1850	491	198	526	330	422	279	166	104	526	307	406	325	185	82	351	137	447	338				
2 TUE. 8.00P 30 ABC CS						99			B 18.6	30	1516																							
HARPER VALLEY						4	175	175	A 8.8	21	717	1820	603	181	817	280	382	300	275	368	453	131	202	191	199	220	168	132	382	293				
SAT. 8.30P 30 NBC CS						92	92		B 8.2	19	668																							
HART TO HART						35	204		A 14.5	27	1182	2063	738	405	846	351	603	458	382	210	501	262	400	293	206	93	279	122	437	354				
2 TUE. 10.00P 60 ABC PD						99			B 20.4	34	1663			824	341	573	428	362	218	511	269	418	317	209	84	288	125	447	356					
10.00 - 10.30									A 14.8	27	1206	2070	715	384	858	356	627	484	399	199	482	252	376	266	197	98	269	118	424	351				
10.30 - 11.00									A 14.3	27	1165	2033	755	420																				
HERE'S BOOMER						4	177	176	A 7.7	19	628	1761	605	183	812	212	308	229	244	440	426	111	143	153	145	248	134	90	389	278				
SAT. 8.00P 30 NBC GD						91	93		B 7.5	18	611																							
HIGH FIVE(S)							196		A 13.0	24	1060	2109	736	317	835	403	559	460	291	219	539	210	385	376	249	113	269	218	466	358				
2 THU. 9.30P 30 NBC CS						99																												
HILL STREET BLUES						34	201	211	A 16.8	32	1369	1784	639	310	776	346	519	440	326	202	681	298	503	448	315	148	165	88	162	133				

THU.	10.00P	60	NBC	OP	98	99	B 18.1 32 1475	1742	637	311	771	339	501	421	316	216	627	261	453	427	301	141	181	100	163	134
10.00 - 10.30							A 16.4 30 1337	1815	635	307	773	344	531	460	340	185	726	329	546	469	326	150	153	79	163	136
10.30 - 11.00							A 17.2 33 1402																			
HOUSE CALLS					B	193 195	A 19.2 34 1565	1707	749	291	855	314	464	405	326	341	501	218	312	278	202	160	153	62	198	165
MON.	9.30P	30	CBS	CS	99	99	B 17.2 29 1402																			
INTERNATIONAL VELVET(S)						195	A 7.9 17 644	1689	804	292	843	267	442	402	434	338	393	121	211	228	222	160	183	107	270	202
1 SAT.	8.30P	150	CBS	FF	99																					
8.30 - 9.00							A 6.7 16 546	1764	712	271	765	257	402	353	383	303	411	123	217	224	222	168	132	98	456	271
9.00 - 9.30							A 7.4 17 603	1597	790	304	813	228	393	399	444	342	381	104	179	214	224	167	150	111	253	202
9.30 - 10.00							A 7.6 16 636	1741	792	286	831	254	423	400	437	352	409	139	209	225	220	177	247	96	254	198
10.00 - 10.30							A 8.5 18 693	1674	850	313	874	280	462	426	438	351	397	119	221	236	230	161	179	109	224	192
10.30 - 11.00							A 9.0 20 734	1691	857	286	911	306	510	421	456	345	380	120	228	243	221	137	194	121	206	164
JEFFERSONS					31	199 199	A 18.6 34 1516	1813	738	229	803	258	423	434	362	302	540	176	307	308	261	190	218	100	252	239
SUN.	9.30P	30	CBS	CS	99	99	B 21.8 34 1777																			
JUILLIARD AND BEYOND(S)						195	A 4.8 10 391	1207	479	154	563	207	273	251	226	258	539	194	409	447	289	82	LT	LT	105	105
2 SAT.	10.00P	60	CBS	DN	99																					
10.00 - 10.30							A 4.9 11 399	1175	466	170	541	180	253	252	241	259	536	186	418	451	300	85	LT	LT	98	98
10.30 - 11.00							A 4.7 10 383	1222	483	136	575	230	288	243	203	257	540	203	399	441	275	78	LT	LT	107	107
KANGAROOS IN THE KITCHEN(S)						200	A 5.9 13 481	2067	469	127	527	227	274	229	97	232	746	430	591	428	194	155	96	96	698	421
2 SUN.	7.30P	30	NBC	CS	98																					
KNOTS LANDING					11	186 187	A 11.6 22 945	1770	820	267	911	398	552	382	370	308	414	126	264	238	230	125	231	116	214	155
THU.	10.00P	60	CBS	GD	98	96	B 12.8 23 1043																			
10.00 - 10.30							A 11.2 21 913	1763	848	263	931	392	577	402	395	312	432	133	274	235	241	135	208	120	192	135
10.30 - 11.00							A 12.0 23 978	1765	793	270	889	404	529	362	341	303	395	120	252	235	215	116	250	112	231	172

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																		
LAVERNE & SHIRLEY										11	203	A	14.0	28	1141	2088	529	212	559	355	426	284	175	110	576	329	463	351	205	94	392	170	561	440
2 TUE. 8.30P 30 ABC CS										99	B	14.6	26	1190																				
LEWIS AND CLARK										4	174	A	4.8	11	391	1563	602	189	602	163	249	211	281	341	708	431	483	138	144	220	191	91	62	62
FRI. 8.00P 30 NBC CS										90	B	4.8	11	391																				
LITTLE HOUSE-PRAIRIE										33	211	A	10.4	20	848	1700	766	265	854	327	461	384	268	361	393	149	228	181	159	153	153	126	300	158
1 MON. 8.00P 90 NBC GD										99	B	17.2	27	1402																				
2 MON. 8.00P 60																																		
8.00 - 8.30											A	9.8	20	799	1705	727	259	819	316	435	348	247	353	403	142	227	189	162	162	141	118	342	184	
8.30 - 9.00											A	11.3	21	921	1710	802	271	886	370	508	415	265	342	337	123	187	154	137	140	159	142	328	155	
9.00 - 9.30											A	10.1	18	823	1634	730	259	832	237	393	374	314	415	495	227	322	212	193	165	157	108	150	111	
LOU GRANT										29	199	A	16.5	30	1345	1604	712	316	789	317	457	412	331	271	561	242	352	297	223	186	115	65	139	113
MON. 10.00P 60 CBS GD										99	B	15.7	26	1280																				
10.00 - 10.30											A	16.2	29	1320	1618	716	314	801	330	459	409	325	277	565	254	361	312	220	177	117	51	135	116	
10.30 - 11.00											A	16.8	31	1369	1589	707	316	776	305	452	411	334	266	559	230	345	284	226	194	113	78	141	112	
LOVE BOAT										38	202	A	16.3	35	1328	1924	766	314	854	373	539	387	310	265	589	273	396	306	227	152	228	141	253	184
SAT. 9.00P 60 ABC CS										99	B	19.9	35	1622																				
9.00 - 9.30											A	15.1	33	1231	1901	754	300	837	359	519	371	305	272	585	268	393	292	230	158	219	141	260	190	
9.30 - 10.00											A	17.4	37	1418	1944	776	323	867	385	556	401	315	256	591	280	398	317	225	146	238	142	248	180	
LOVE, SIDNEY										5	194	A	12.1	22	986	1638	683	232	773	246	393	362	314	324	444	159	228	171	136	204	223	133	198	142
WED. 9.30P 30 NBC CS 97 94																																		
MAGNUM, P.L.										37	196	A	15.4	32	1255	1783	713	237	842	280	443	344	360	362	576	200	335	271	258	221	164	59	201	133
THU. 8.00P 60 CBS PD										99	B	19.5	33	1589																				
8.00 - 8.30											A	14.5	31	1182	1782	711	227	841	268	428	340	356	376	578	207	344	283	257	216	159	59	204	128	
8.30 - 9.00											A	16.2	32	1320	1787	715	244	846	294	458	347	362	352	575	195	330	263	259	225	168	59	198	137	
MAJOR LEAGUE ALL STAR PRE(S)										208		A	15.0	33	1223	1720	585	165	664	210	316	284	198	332	754	255	427	389	313	284	153	47	149	91
1 TUE. 8.00P 13 ABC SC										99																								
MAJOR LEAGUE ALL STAR GM.(S)										208		A	25.0	44	2038	1674	509	164	569	206	314	289	205	235	844	288	502	462	379	280	146	41	115	90
1 TUE. 8.13P 205 ABC SE										99																								
8.30 - 9.00											A	21.6	41	1760	1794	576	168	646	210	324	305	213	304	845	310	502	454	350	287	169	51	134	91	
9.00 - 9.30											A	25.4	45	2070	1766	562	165	639	230	339	318	210	277	858	311	510	477	365	281	144	41	125	90	
9.30 - 10.00											A	27.3	46	2225	1707	552	183	609	220	346	327	227	240	859	295	502	463	374	294	117	28	122	93	
10.00 - 10.30											A	27.7	46	2258	1690	483	171	528	192	299	277	208	209	875	289	520	475	399	292	157	50	130	104	
10.30 - 11.00											A	27.0	45	2201	1615	475	177	530	206	307	275	201	200	839	271	502	473	399	268	146	34	100	80	
11.00 - 11.30											A	24.7	45	2013	1522	432	131	492	195	297	256	190	175	824	262	509	465	410	254	129	37	77	74	
MAJOR LEAGUE BSBL FRI. ED(S)										200		A	9.8	21	799	1610	552	180	611	240	374	336	263	213	795	214	439	385	409	309	87	21	117	104
1 FRI. 8.30P 159 ABC SE										99																								
8.30 - 9.00											A	8.1	19	660	1706	646	138	667	283	379	301	244	263	831	263	459	329	353	355	94	14	114	73	
9.00 - 9.30											A	9.4	21	766	1701	535	183	633	235	365	296	254	251	825	231	442	351	393	359	79	17	164	129	
9.30 - 10.00											A	9.7	21	791	1568	495	175	562	196	325	274	236	223	793	187	463	408	446	299	61	17	152	152	
10.00 - 10.30											A	11.0	23	897	1586	515	167	564	220	347	348	244	192	814	226	452	445	434	289	107	42	101	101	
10.30 - 11.00											A	10.6	21	864	1598	549	213	618	256	416	405	316	163	776	169	423	406	454	279	89	34	115	115	
MAKING A LIVING										6	194	A	10.6	24	864	1740	682	277	746	297	405	316	241	294	434	101	239	256	199	148	305	192	255	205
2 FRI. 8.30P 30 ABC CS										99	B	9.9	21	807																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)			
														WOMEN					MEN											
														18-34					18-34											
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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2ND JULY 1982 REPORT

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG AUD %	AVG SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY AGE GROUP					VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SEX					TOTAL							
														WOMEN					M.M.												
														18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TOTAL		TOTAL			
*LATE FRINGE																															
ABC MOVIE OF THE WEEK																															
1 MON.	12.00M	71	ABC	FF		24	151	153	A	2.1	10	171	860	362	163	386	181	322	175	194	64	474	141	352	322	315	88	LT	LT	LT	LT
2 MON.	12.26A	71							B	3.0	14	245																			
12.00 - 12.30																															
12.30 - 1.00																															
1.00 - 1.30																															
ABC MOVIE OF THE WEEK 2																															
1 MON.	1.11A	18	ABC	FF		19	150	152	A	1.9	13	155	400	277	46	284	17	200	174	219	84	116	17	90	10	116	17	LT	LT	LT	LT
2 MON.	1.37A	17							B	2.3	16	187																			
ABC NEWS:NIGHTLINE-MON																															
1 MON.	11.30P	30	ABC	N		6	189	188	A	5.1	16	416	1296	463	142	491	140	244	250	186	229	726	223	391	349	311	287	67	21	12	12
2 MON.	11.53P	33							B	5.2	17	424																			
11.30 - 12.00																															
12.00 - 12.30																															
ABC NEWS:NIGHTLINE-T-F																															
1 W & TH	11.30P	30	ABC	N		168	188	189	A	5.9	17	481	1405	633	225	649	202	355	311	283	264	670	232	347	307	263	279	54	33	32	28
1 FRI.	11.38P	30							B	7.2	20	587																			
2 TUE.	11.30P	33																													
2 W-F	11.30P	30							A	5.9	17	481	1420	643	237	662	206	362	318	287	268	682	237	351	308	261	287	47	30	29	25
11.30 - 12.00																															
ABC NEWS:NIGHTLINE-TUE(B)																															
1 TUE.	12.15A	38	ABC	N		191			A	4.9	20	399	1058	371	150	416	145	268	220	169	148	642	244	316	297	200	290	11	11	11	11
12.30 - 1.00																															
ABC WEEKEND REPORT-SAT.																															
SAT.	11.00P	15	ABC	N		39	169	169	A	5.7	13	465	1774	691	253	754	268	497	436	341	204	747	215	456	429	424	197	215	215	58	46
11.00P - 11.30P																															
ABC WEEKEND REPORT-SUN.																															
1 SUN.	11.00P	15	ABC	N		40	172	171	A	4.6	11	375	1664	773	253	840	373	572	464	371	208	741	350	480	389	296	200	37	19	46	46
2 SUN.	11.28P	15							B	4.7	11	383																			
CBS SUNDAY NEWS OSGOOD																															
SUN.	11.00P	15	CBS	N		41	124	126	A	6.2	13	505	1521	707	263	841	277	474	432	392	304	582	209	343	283	259	202	30	16	68	30
11.00P - 11.30P																															
DAVID LETTERMAN I																															
M-TH	12.30A	30	NBC	GV		91	182	180	A	3.0	14	245	1327	512	98	589	254	360	249	229	208	505	334	416	229	110	81	167	48	66	58
12.30A - 1.00A																															
DAVID LETTERMAN II																															
M-TH	1.00A	30	NBC	GV		91	183	180	A	2.3	14	187	1182	380	97	460	214	257	144	171	188	508	332	417	235	134	59	149	32	65	65
1.00A - 1.30A																															
FANTASY ISLAND																															
1 TUE.	12.53A	68	ABC	A		39	164	157	A	2.9	16	236	835	365	207	475	161	330	263	208	145	271	191	233	208	63	38	89	30	LT	LT
2 TUE.	12.03A	68							B	3.3	15	269																			
1.00 - 1.30																															
1.30 - 2.00																															
1.00 - 1.30																															
1.30 - 2.00																															
FRIDAYS																															
1 FRI.	12.08A	71	ABC	GV		38	168	167	A	3.2	13	261	1142	259	125	317	138	215	150	114	102	641	333	468	345	254	93	177	100	LT	LT
2 FRI.	12.00M	71							B	4.5	16	367																			
CONT'D																															

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES			TOTAL PERSONS (2+)	LADY WORK OF HOU	TOTAL	WOMEN					MEN											
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)				18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+							
WEEKDAY DAYTIME CONT'D																																
NEWSBREAK-3.57							196	181	182	A	5.8	20	473	1366	798	131	899	249	476	481	463	336	196	92^	113^	74^	59^	72^	110^	78^	16^	9^
M-F		3.57P	2	CB5	N		95	95		B	6.4	20	522																			
ONE DAY AT A TIME-M-F							193	141	139	A	4.7	22	383	1713	381	68^	407	149^	198	219	190	152^	248	128^	171	114^	101^	68^	327	191	731	440
M-F		10.00A	30	CB5	CS		83	82		B	4.0	20	326																			
ONE LIFE TO LIVE							199	202	202	A	8.5	30	693	1427	699	255	833	415	579	437	314	215	193	104	136	82^	54^	47^	242	213	159	108
M-F		2.00P	60	ABC	DD		99	99		B	8.9	32	725																			
2.00 - 2.30										A	8.4	29	685	1397	679	253	811	404	563	421	310	210	186	100	135	80^	59^	42^	243	214	157	110
2.30 - 3.00										A	8.6	31	701	1431	714	252	846	427	590	449	310	216	195	106	132	76^	47^	53^	236	209	154	104
PRICE IS RIGHT 1							196	194	196	A	7.4	31	603	1446	558	114	644	155	279	272	291	321	311	97^	133	94^	110	169	198	97	293	219
M-F		11.00A	30	CB5	AP		97	97		B	6.5	30	530																			
PRICE IS RIGHT 2							195	193	196	A	8.6	33	701	1387	560	130	656	160	286	269	310	334	298	95	127	76^	102	164	184	92	249	190
M-F		11.30A	30	CB5	AP		97	97		B	7.8	34	636																			
RYAN'S HOPE							198	184	184	A	6.9	25	562	1374	648	187	723	353	484	397	304	205	209	89^	138	102^	88^	55^	246	194	196	126
M-F		12.30P	30	ABC	DD		97	97		B	6.7	25	546																			
SEARCH FOR TOMORROW							75	183	184	A	3.0	11	245	1412	772	130^	894	294	417	281	293	429	257	82^	98^	69^	135^	151^	93^	57^	168^	111^
M-F		12.30P	30	NBC	DD		93	93		B	3.0	12	245																			
TATTLETALES							124	108	112	A	3.4	12	277	1271	690	224	802	166^	390	408	375	347	177^	40^	46^	36^	47^	119^	173^	101^	119^	91^
M-F		4.00P	30	CB5	QG		65	65		B	2.9	9	236																			
TEXAS							60	177	178	A	2.9	12	236	1627	868	147^	983	425	513	304	343	407	217^	77^	103^	95^	84^	101^	109^	88^	148	88^
M-F		11.00A	60	NBC	DD		89	89		B	2.6	12	212																			
11.00 - 11.30										A	2.9	12	236	1682	849	144^	984	446	521	288	329	407	200^	77^	98^	84^	68^	94^	108^	88^	390	203^
11.30 - 12.00										A	2.9	11	236	1547	877	144^	979	402	499	314	353	407	224^	76^	102^	92^	93^	110^	106^	89^	238^	162^
TODAY SHOW-7.30AM							197	211	206	A	3.7	25	302	1232	652	162^	722	119^	232	275	348	427	451	67^	163^	180^	212	255	16^	17	43^	23^
M-F		7.30A	30	NBC	N		99	99		B	4.6	25	375																			
TODAY SHOW-8.30AM							198	209	206	A	3.7	20	302	1351	728	129^	794	149^	315	325	385	423	385	77^	183^	194	219	166^	56^	56^	116^	63^
M-F		8.30A	30	NBC	N		99	99		B	4.8	24	391																			
WHEEL OF FORTUNE							59	147	149	A	4.8	21	391	1627	517	143^	581	106^	228	249	306	296	303	89^	161	143^	118^	132^	342	204	401	294
M-F		10.30A	30	NBC	QG		84	85		B	3.8	18	310																			
YOUNG AND THE RESTLESS							197	198	200	A	8.1	30	660	1411	787	163	862	242	457	416	419	340	188	78^	92	58^	48^	88^	170	130	191	146
M-F		12.30P	60	CB5	DD		99	99		B	7.3	28	595																			
12.30 - 1.00										A	8.0	30	652	1425	792	176	862	251	469	417	416	334	195	81^	95	59^	51^	91	179	139	189	148
1.00 - 1.30										A	8.2	29	668	1382	779	147	858	231	445	413	420	343	178	72^	87^	54^	44^	84^	154	118	192	142
WEEKEND DAYTIME																																
ABC WEEKEND SPECIAL							32	180		A	4.4	19	359	1045	335^	62^	388^	98^	179^	156^	217^	162^	231^	189^	189^	134^	LT	42^	206^	206^	220^	165^
2 SAT.		12.00N	30	ABC	FV		90			B	5.5	20	448																			
ABC WIDE WORLD-SPORTS							99	205	204	A	6.3	19	513	1331	376	105^	408	138^	233^	260	216^	130^	629	221^	378	370	313	189^	145^	14^	149^	99^
1 SAT.		5.00P	90	ABC	SA		99	99		B	9.1	22	742																			
2 SAT.		4.30P	90																													
4.30 - 5.00										A	3.9	12	318	1459	436^	57^	436^	172^	172^	188^	207^	198^	519^	111^	270^	349^	368^	170^	224^	85^	280^	205^
5.00 - 5.30										A	5.8	17	473	1381	428	113^	447	168^	283	306	231^	116^	603	222^	345	349	291	195^	145^	13^	186^	142^
5.30 - 6.00										A	7.4	22	603	1299	334	80^	356	101^	204	226	202	114^	660	257	405	361	300	197^	154^	17	129^	89^
6.00 - 6.30										A	7.5	21	611	1226	351^	169^	436	143^	242^	282^	225^	154^	655	192^	421	426	341^	175^	79^	17	56^	17

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY										TEEN 12-17		CHILDREN 2-11											
														TOTAL	18-34	WOMEN			MEN									TOTAL	12-17	TOTAL	6-11						
																18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	6-11							
WEEKEND DAYTIME CONT'D																																					
BUGS BUNNY/ROAD RUNNER		3	31	199	199	A	6.9	30	562	1911	415	123A	176	316	417	222	131A	59A	400	274	317	228	91A	61A	195A	90A	94A	81A									
SAT.		10.30A	30	CBS	CA	B	7.4	29	603																												
BUGS BUNNY/ROAD RUNNER		4	31	199	198	A	7.3	31	595	1501	262	69A	273	174A	247	154A	99A	26V	331	198A	257	156A	98A	74A	200A	46V	697	21A									
SAT.		11.00A	30	CBS	CA	B	7.7	30	628																												
BULLWINKLE		39	132	131	A	2.9	12	236	665	170A	39V	170A	131A	131A	131A	39V	39V	152A	88V	152A	64V	64V	LT	72V	72V	271A	85V										
SAT.		12.30P	30	NBC	CA	B	3.3	12	269																												
CBS SPORTS SATURDAY		26	180	183	A	5.8	18	473	1444	343	122A	376	79A	176A	185A	188A	183A	767	262	493	496	418	251A	121A	63V	180A	158A										
SAT.		4.30P	90	CBS	SA	B	6.6	17	538																												
4.30 - 5.00				A	5.5	18	448	1478	376	159A	402	100A	220A	203A	184A	175A	776	247A	481	503	413	273	108A	76A	192A	147A											
5.00 - 5.30				A	6.8	21	554	1484	325	114A	348	79A	187A	198A	196A	150A	778	250	493	521	434	257	130A	64A	228	213A											
5.30 - 6.00				A	5.1	16	416	1339	325	86A	375	52V	107A	139A	173A	236A	740	290	495	447	405	226A	113A	46V	111A	104A											
CBS SPORTS SUNDAY		4	186	184	A	7.4	23	603	1521	414	146A	445	147A	228	155A	231	199A	812	336	599	502	426	176A	103A	39V	161A	132A										
SUN.		4.30P	90	CBS	SA	B	6.3	19	513																												
4.30 - 5.00				A	6.5	21	530	1598	445	159A	508	192A	291	173A	238	193A	790	314	574	470	410	174A	93A	39V	207A	186A											
5.00 - 5.30				A	7.7	24	628	1556	419	166A	442	159A	238	157A	218	192	851	376	647	531	425	179A	94A	27V	169A	129A											
5.30 - 6.00				A	7.8	24	636	1454	389	114A	406	99A	169A	143A	246	216	809	319	585	514	452	180A	119A	48A	120A	93A											
DAFFY/SPEEDY SHOW		34	160	156	A	4.1	17	334	1500	309A	87V	384	252A	309A	183A	132A	75V	256A	186A	256A	85V	70V	LT	167A	131A	693	444										
SAT.		12.00N	30	NBC	CA	B	4.8	18	391																												
DAYAN'S ISRAEL(S)					A	1	8	6	147	1293A	551A	245V	551A	LT	130V	163V	368V	388V	619A	279V	436A	395V	334V	183V	109V	LT	LT	LT									
I SUN.																																					
3.00 - 3.30				A	1.5	5	122	1444A	751A	369V	753A	LT	147V	117V	49V	516A	610A	243A	307A	50V	41V	23A	51V	LT	LT	LT											
3.30 - 4.00				A	1.7	6	139	1532A	733A	453A	733A	LT	316V	316V	56V	411V	661A	229V	443A	443A	432V	216V	138V	LT	LT	LT											
4.00 - 4.30				A	2.0	6	163	1074A	338V	142V	338V	LT	67V	67V	338V	271V	583A	326V	392A	276V	257V	191V	153V	LT	LT	LT											
4.30 - 5.00				A	1.9	6	155	1439A	580A	181V	580A	LT	103V	129V	303V	451A	736A	381V	535A	458A	355V	201V	123V	LT	LT	LT											
5.00 - 5.30				A	1.7	5	139	1173A	460A	144V	460A	LT	LT	86V	187V	374V	576A	252V	353V	353V	273V	223V	72V	LT	65V	65V											
DEAR ALEX & ANNIE		23	195	198	A	4.5	20	367	1926	292A	139A	295A	137A	208A	197A	158A	52V	262A	148A	210A	175A	95A	35V	341	195A	1028	568										
SAT.		10.56A	3	ABC	CN	B	5.3	21	432																												
DEAR ALEX & ANNIE		40	89	107	A	1.7	8	139	698A	238A	145V	238A	LT	123V	195V	195V	43V	72V	35V	35V	35V	37V	37V	144V	LT	244A	244A										
1 SUN.		10.55A	4	ABC	CN	B	2.7	11	220																												
2 SUN.		11.25A	4																																		
FACE THE NATION		41	172	175	A	3.0	13	245	1261	628	302A	633	204A	241A	323A	287A	310A	478A	155A	254A	205A	257A	224A	32V	32V	118V	65V										
SUN.		11.30A	30	CBS	CC	B	3.3	12	269																												
FLINTSTONE'S COMEDY 'HOW'		41	177	179	A	2.3	24	187	1914	427A	144V	465A	239A	304A	146V	97V	161V	427A	310A	368A	129V	58V	59V	102V	LT	920	604A										
SAT.		8.00A	30	NBC	CA	B	2.8	22	228																												
FONZ AND HAPPY DAYS GANG		23	193	195	A	4.9	22	399	1922	245A	132A	292A	142A	202A	152A	127A	55V	355	213A	313	269A	125A	26V	314	158A	961	601										
SAT.		11.00A	30	ABC	CA	B	5.9	24	481																												
GOLDIE GOLD/ACTION JACK		21	192	195	A	3.3	18	269	1654	390A	60V	394A	265A	349A	164A	129A	45V	152A	66V	99V	99V	86V	53V	212A	37V	896	487										
SAT.		9.00A	30	ABC	CA	B	3.9	18	318																												
HEATHCLIFF & MARMADUKI		21	181	189	A	4.9	21	399	1692	292A	93A	339	146A	232A	183A	154A	83A	278A	157A	222A	185A	75V	46V	323	183A	752	441										
SAT.		11.30A	30	ABC	CA	B	5.8	23	473																												
IN THE NEWS-		42	180	192	A	1.9	16	155	639A	78V	LT	117V	78V	78V	LT	LT	39V	129V	103V	103V	103V	LT	LT	45V	45V	348A	284A										
SAT.		8.26A	3	CBS	CN	B	2.8	19	228																												

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF NG. HOUSE WOM	VIEWERS PER 1,000 VIEWING HOUSEHOLDS BY DEMOGRAPHIC					MEN					TEEN			CHILDREN						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	13-17	TOTAL	6-11				
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS-		8.56AM				42	199	200	A	2.5	16	204	1593	93	11	127	83	83	LT	LT	44	368	182	201	123	151	167	171	74	927	554		
SAT.		8.56A	3	CBS	CN	99	99		B	3.5	18	285																					
IN THE NEWS-		9.26AM				42	199	200	A	3.2	17	261	1770	227	84	173	154	211	152	57	62	298	192	229	160	83	69	405	202	794	445		
SAT.		9.26A	3	CBS	CN	99	99		B	4.4	20	359																					
IN THE NEWS-		9.56AM				41	200	200	A	5.8	28	473	1704	218	81	286	182	235	155	61	51	350	244	297	191	77	53	261	110	807	402		
SAT.		9.56A	3	CBS	CN	99	99		B	6.5	27	530																					
IN THE NEWS-		11.56AM				40	189	188	A	5.4	23	440	1514	162	87	212	130	157	72	61	55	324	148	245	156	144	79	258	52	720	433		
SAT.		11.56A	3	CBS	CN	95	94		B	5.6	21	456																					
IN THE NEWS-		12.26PM				40	171	172	A	3.4	14	277	1848	184	98	444	216	300	120	196	122	277	190	238	181	87	39	220	126	907	401		
SAT.		12.26P	3	CBS	CN	87	88		B	4.5	16	367																					
IN THE NEWS-		12.56PM				38	168	172	A	4.3	17	350	1666	255	118	432	240	325	188	192	107	235	177	235	235	58	LT	153	77	846	414		
SAT.		12.56P	3	CBS	CN	88	89		B	5.3	18	432																					
IN THE NEWS-		1.26PM				36	159	162	A	3.6	14	293	1195	260	17	260	44	85	85	140	175	205	123	174	147	82	31	109	109	621	280		
SAT.		1.26P	3	CBS	CN	84	85		B	4.6	16	375																					
IN THE NEWS-		10.56AM				42	199	199	A	7.3	32	595	1812	405	134	462	317	404	225	125	58	357	256	294	191	65	63	207	86	786	453		
SAT.		10.56A	3	CBS	CN	98	98		B	7.3	28	595																					
IN THE NEWS-		11.26AM				42	199	198	A	7.0	30	571	1324	189	75	201	132	181	116	69	20	323	188	246	150	101	77	174	23	626	334		
SAT.		11.26A	3	CBS	CN	98	98		B	7.3	28	595																					
KID SUPER POWER I						41	194	195	A	5.4	28	440	1450	202	109	217	149	181	120	44	36	111	63	81	38	18	30	97	53	1025	514		
SAT.		9.30A	30	NBC	CA	96	96		B	6.1	27	497																					
KID SUPER POWER II						41	194	195	A	5.0	23	408	1735	280	106	338	167	278	162	130	60	144	104	104	21	LT	40	145	75	1108	621		
SAT.		10.00A	30	NBC	CA	96	96		B	5.8	24	473																					
KIDS ARE PEOPLE TOO I						40	85	110	A	1.5	8	122	1074	541	213	541	156	360	402	353	49	81	40	40	40	LT	41	99	LT	353	205		
1 SUN.		10.00A	30	ABC	CL	68	79		B	2.3	10	187																					
2 SUN.		10.30A	35																														
10.00 - 10.30									A	1.0	5	82	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
10.30 - 11.00									A	1.9	9	155	1574	819	304	819	244	548	587	536	71	116	58	58	58	31	58	123	LT	516	266		
KIDS ARE PEOPLE TOO II						40	89	107	A	1.7	8	139	763	288	152	288	LT	173	252	230	36	73	37	37	37	36	36	158	LT	244	244		
1 SUN.		10.30A	30	ABC	CL	69	78		B	2.6	10	212																					
2 SUN.		11.05A	25																														
KWICKY KOALA SHOW						25	160	162	A	4.2	17	342	1339	280	LT	284	47	106	106	178	178	205	126	170	140	79	35	177	140	673	340		
SAT.		1.00P	30	CBS	CA	84	85		B	4.7	16	383																					
LAVERNE AND SHIRLEY						38	194	197	A	4.1	20	334	1772	330	66	348	165	286	253	183	52	183	90	198	113	78	45	340	119	901	572		
SAT.		9.30A	30	ABC	CA	99	99		B	5.7	25	465																					
MEET THE PRESS						39	191	189	A	3.4	14	277	1199	509	83	584	191	224	134	90	360	497	147	253	253	195	244	92	LT	26	26		
SUN.		12.30P	30	NBC	CC	99	99		B	3.9	14	318																					
NATIONAL SPORTS FESTIVAL(S)						184			A	4.5	15	367	1777	433	163	463	159	297	291	266	77	860	326	565	547	464	173	16	16	438	310		
2 SUN.		3.00P	120	ABC	SE	93																											
3.00 - 3.30									A	3.9	14	318	1676	424	142	471	94	302	302	337	75	827	331	607	535	420	156	LT	LT	378	296		
3.30 - 4.00									A	4.9	16	399	1712	313	118	353	125	223	151	185	77	848	396	572	432	376	204	LT	LT	51	396		
CONT'D																																	

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KEY A=CURRENT REPORT B=SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	2-11			
WEEKEND DAYTIME CONT'D																																
NATIONAL SPORTS FE-CONT'D																																
4.00 - 4.30										A	4.8	16	391	1749	430	189	450	207	291	324	217	70	838	343	516	519	442	179	LT	LT	0	0
4.30 - 5.00										A	4.5	14	367	1905	568	191	568	196	374	392	334	71	891	221	543	696	602	142	67	67	379	180
NBC MAJOR LEAGUE PRE GAME 13 197 200										A	4.8	18	391	1427	361	139	334	126	218	142	128	149	800	335	526	397	281	242	99	99	144	144
1 SAT. 2.00P 15 NBC SC 95 95										B	4.7	17	383																			
2 SAT. 2.00P 17																																
NBC MAJOR LEAGUE BASEBALL 14 200 201										A	7.0	23	571	1361	39	118	414	67	165	152	196	229	742	252	373	323	311	313	82	78	123	103
1 SAT. 2.15P 181 NBC SE 95 95										B	6.6	22	538																			
2 SAT. 2.17P 180																																
2.30 - 3.00										A	6.5	23	530	1294	324	113	337	45	132	138	144	186	719	276	400	345	269	261	72	72	166	166
3.00 - 3.30										A	7.1	24	579	1268	327	128	358	61	133	123	151	203	683	222	332	300	282	288	70	70	157	142
3.30 - 4.00										A	7.4	24	603	1443	379	156	450	94	208	157	200	222	767	233	367	335	327	344	87	87	139	126
4.00 - 4.30										A	7.4	25	603	1347	402	88	402	45	143	144	226	237	757	234	340	305	314	349	112	112	76	47
4.30 - 5.00										A	7.3	23	595	1432	468	82	468	72	201	195	249	253	805	267	411	348	365	345	82	82	77	41
POPEYE/OLIVE COMEDY SHOW 31 190 192										A	1.7	16	139	633	94	LT	108	50	50	LT	LT	58	122	86	86	86	LT	36	51	51	352	266
SAT. 8.00A 30 CBS CA 97 97										B	2.3	16	187																			
RICHIE RICH/SCOOBY DOO-1 42 194 194										A	4.6	24	375	1837	210	72	234	111	180	165	123	35	257	169	209	134	72	48	290	136	1056	613
SAT. 10.00A 30 ABC CA 99 99										B	5.7	25	465																			
RICHIE RICH/SCOOBY DOO-2 42 198 198										A	5.0	24	408	1877	276	147	276	143	199	190	133	50	257	160	203	156	80	39	297	171	1047	623
SAT. 10.30A 30 ABC CA 99 99										B	6.4	26	522																			
SCHOOLHOUSE ROCK-8.26AM 41 183 183										A	2.6	25	212	1486	222	33	222	165	222	118	57	LT	321	165	165	133	156	75	108	LT	835	401
SAT. 8.26A 4 ABC CN 94 94										B	3.3	22	269																			
SCHOOLHOUSE ROCK-8.55AM 23 194 194										A	3.2	21	261	2004	298	100	302	222	302	210	80	LT	284	176	210	148	108	74	230	39	1188	659
SAT. 8.55A 4 ABC CN 98 98										B	3.8	20	310																			
SCHOOLHOUSE ROCK-9.25AM 23 192 195										A	3.7	19	302	1563	380	63	380	232	327	169	148	53	142	72	102	102	70	40	180	33	861	493
SAT. 9.25A 4 ABC CN 98 99										B	4.0	18	326																			
SMURFS I 42 206 207										A	5.1	39	416	1769	265	106	269	173	203	108	43	66	257	156	204	149	76	25	87	36	1156	652
SAT. 8.30A 30 NBC CA 99 99										B	6.0	36	489																			
SMURFS II 42 206 207										A	7.3	43	595	1526	195	77	201	146	158	105	26	43	139	123	139	57	16	LT	134	94	1052	576
SAT. 9.00A 30 NBC CA 99 99										B	8.3	40	676																			
SPACE STARS I 31 178 179										A	3.5	15	285	1632	350	144	416	336	357	176	39	59	107	LT	82	82	70	25	183	141	926	517
SAT. 11.00A 30 NBC CA 91 91										B	4.4	17	359																			
SPACE STARS II 31 178 179										A	3.7	16	302	1811	381	189	484	412	412	140	21	72	152	53	113	76	69	39	284	125	891	521
SAT. 11.30A 30 NBC CA 91 91										B	4.5	17	367																			
SPIDER MAN & FRIENDS 32 198 198										A	4.9	22	399	1657	235	133	252	164	192	172	48	60	100	38	70	50	32	30	219	98	1086	629
SAT. 10.30A 30 NBC CA 98 97										B	5.8	23	473																			
SPORTSBEAT I 17 174										A	3.4	10	277	1274	310	51	404	LT	43	141	184	263	743	286	538	538	392	205	LT	LT	127	127
1 SUN. 5.30P 30 ABC SC 91										B	3.1	10	253																			
SPORTSWORLD 1 SUN. 2.00P 315 NBC CA 92 93										A	5.6	18	456	1487	473	181	486	132	283	283	293	169	735	298	478	396	351	208	115	42	151	151
2 SUN. 4.03P 317										B	6.2	17	505																			
CONT'D																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY DEMOGRAPHIC CATEGORY																																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+			
WEEKEND DAYTIME CONT'D																																								
SPORTSWORLD-CONT'D																																								
		2.00		2.30				A	5.2	18	424	1467	452^245^	152^122^	287^299^	330^153^	760	259^	491^383^	407^245^	90^	71^	165^	165^	165^	165^	165^	165^	165^	165^	165^	165^	165^	165^	165^	165^	165^	165^		
		2.30		3.00				A	5.6	18	456	1320	448^274^	448^132^	305^349^	316^ 99^	737	301^	467^354^	351^234^	135^	74^	171^	171^	171^	171^	171^	171^	171^	171^	171^	171^	171^	171^	171^	171^	171^	171^		
		3.00	-	3.30				A	5.5	19	448	1670	471^216^	471^127^	307^369^	344^102^	887	444^	624 439^	352^196^	181^	76^	131^	131^	131^	131^	131^	131^	131^	131^	131^	131^	131^	131^	131^	131^	131^	131^		
		3.30	-	4.00				A	5.5	18	448	1404	457^219^	457^137^	287^352^	320^105^	699	226^	434^281^	431^192^	185^	81^	63^	63^	63^	63^	63^	63^	63^	63^	63^	63^	63^	63^	63^	63^	63^	63^		
		4.00	-	4.30				A	5.4	17	440	1407	456 186^	472 143^	253^256^	218^188^	691	273^	429 380	351 218^	91^	36^	153^	153^	153^	153^	153^	153^	153^	153^	153^	153^	153^	153^	153^	153^	153^	153^		
		4.30	-	5.00				A	5.3	17	432	1646	571 197^	588 175^	349 301	308 208^	809	370	549 435	336 220^	91^	LT	158^	158^	158^	158^	158^	158^	158^	158^	158^	158^	158^	158^	158^	158^	158^	158^		
		5.00	-	5.30				A	6.0	19	489	1526	459 86^	479 96^	242^205^	294 215^	682	267	436 452	317 182^	111^	33^	254	254	254	254	254	254	254	254	254	254	254	254	254	254	254	254		
SUNDAY MORNING																																								
		SUN.		9.00A	90 CBS N	42	162	163				A	3.4	20	277	1412	615 166^	643 173^	277^308^	224^318^	703	310^	455 433^	319^223^	18^	LT	48^	48^	48^	48^	48^	48^	48^	48^	48^	48^	48^	48^		
				9.00 - 9.30								B	4.6	23	375																									
				9.30 - 10.00								A	3.0	21	245	1388	513 93^	558 146^	220^244^	177^277^	736	360^	478^420^	256^242^	LT	LT	77^	77^	77^	77^	77^	77^	77^	77^	77^	77^	77^	77^		
				10.00 - 10.30								A	3.6	21	293	1491	628 143^	655 208^	300^327^	219^304^	777	364^	511 482	349^231^	21^	LT	38^	38^	38^	38^	38^	38^	38^	38^	38^	38^	38^	38^	38^	
												A	3.7	19	302	1305	661 241^	682 162^	298^328^	261^354^	579	204^	357^377^	325^196^	21^	LT	23^	23^	23^	23^	23^	23^	23^	23^	23^	23^	23^	23^	23^	23^
SUPERFRIENDS																																								
		SAT.		8.00A	30 ABC CA	42	183	183				A	2.4	25	196	1577	218^ 40^	224^178^	224^117^	46^ LT	281^174^	174^107^	107^ 66^	112^	LT	960	465^	960	465^	960	465^	960	465^	960	465^	960	465^	960	465^	
												B	3.3	24	269																									
TARZAN/L.RANGER/ZORRO HR1																																								
		SAT.		8.30A	30 CBS CA	31	199	200				A	2.2	15	179	1654	79^ LT	124^ 78^	78^ LT	LT 46^	359^180^	202^129^	144^157^	199^	83^	972	626^	972	626^	972	626^	972	626^	972	626^	972	626^	972	626^	
												B	3.2	18	261																									
TARZAN/L.RANGER/ZORRO HR2																																								
		SAT.		9.00A	30 CBS CA	31	199	200				A	3.0	17	245	1686	191^ 70^	232^138^	180^132^	42^ 52^	290^172^	201^138^	90^ 89^	338^151^	826	487^	826	487^	826	487^	826	487^	826	487^	826	487^	826	487^	826	487^
												B	4.1	19	334																									
THIS WEEK-DAVID BRINKLEY																																								
						33	146	182				A	3.2	13	261	1345	678 237^	693 150^	264^292^	253^371^	652	104^	162^241^	333^380^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
1 SUN. 1.00P 60 ABC N 82 93																																								
2 SUN. 11.30A 60																																								
		11.30	-	12.00				A	2.8	12	228	1368	868^390^	868^249^	490^487^	321^324^	500^ 48^	83^272^	272^228^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		12.00	-	12.30				A	3.7	16	302	1358	761 231^	761^159^	397^299^	199^403^	597^ 60^	96^216^	255^381^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		1.00	-	1.30				A	3.1	11	253	1328	574^131^	597^123^	147^197^	232^400^	731^150^	260^260^	430^415^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		1.30	-	2.00				A	2.9	11	236	1360	521^115^	559^ 71^	105^177^	264^382^	801^157^	195^202^	390^522^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
30 MINUTES																																								
		SAT.		1.30P	30 CBS DN	33	165	168				A	3.3	13	269	1297	409^ 41^	409^ 86^	223^223^	275^186^	372^163^	261^261^	209^111^	100^100^	416^	164^	416^	164^	416^	164^	416^	164^	416^	164^	416^	164^	416^	164^		
												B	4.5	12	285																									
THUNDARR THE BARBARIAN																																								
		SAT.		8.30A	30 ABC CA	23	191	194				A	3.7	23	302	1834	419 119^	419 287^	396^239^	132 23^	264^132^	189^147^	132^ 75^	117^ 34^	1034	563	1034	563	1034	563	1034	563	1034	563	1034	563	1034	563		
												B	4.8	20	310																									
TOM AND JERRY COMEDY																																								
		SAT.		12.30P	30 CBS CA	31	199	200				A	4.3	19	391	1647	259^113^	435 247^	338 170^	37^	273^135^	200^200^	78 13^	145^ 61^	854	452	854	452	854	452	854	452	854	452	854	452	854	452	854	452
												B	5.4	19	440																									
FROLLKINS																																								
		SAT.		12.00P	30 CBS CA	29	171	173				A	3.9	16	318	1758	182^100^	433 197^	289^127^	208^121^	277^193^	237^186^	84^ 40^	192^ 88^	856	374^	856	374^	856	374^	856	374^	856	374^	856	374^	856	374^	856	374^
												B	4.3	16	350																									
THE MIMMICKING MONKEYS																																								
		SAT.		1.30P	30 ABC CA	205						A	5.1	15	416	1615	755 406^	772 167^	393^420^	541^221^	669	93^	191^325^	439^323^	18^ 18^	156^	82^	156^	82^	156^	82^	156^	82^	156^	82^	156^	82^	156^	82^	
												B	4.0	12	326																									
		5.00	-	5.30				A	4.0	12	326	1761	745 331^	745 211^	389^430^	471^181^	694^ 77^	178^355^	494^307^	92^ 92^	230^	110^	230^	110^	230^	110^	230^	110^	230^	110^	230^	110^	230^	110^	230^	110^	230^	110^		
		5.30	-	6.00				A	4.9	14	399	1647	717 366^	717 208^	351^335^	427^ 9^	707 67^	163^380^	491^327^	LT	LT	223^	116^	223^	116^	223^	116^	223^	116^	223^	116^	223^	116^	223^	116^	223^	116^	223^	116^	
		6.00	-	6.30				A	6.1	17	497	1358	640 298^	640 109^	256^298^	469^233^	617 69^	147^268^	397^349^	LT	LT	101^	73^	101^	73^	101^	73^	101^	73^	101^	73^	101^	73^	101^	73^	101^	73^	101^	73^	
		6.30	-	7.00				A	5.6	15	456	1678	883 591	933 145^	551 596	743 234^	641 101^	257^299^	388^288^	LT	LT	104^	41^	104^	41^	104^	41^	104^	41^	104^	41^	104^	41^	104^	41^	104^	41^	104^	41^	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

MON. JULY 12, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

25,020
30.7

ABC TV

MONDAY NIGHT MOVIE SPCL
THE DEEP (R)
(OP)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY 1/4 HR %

12,470	15.3	12.4*		14.7*		15.4*		16.0*		16.4*		16.8*
29	26 *		28 *		28 *		29 *		30 *		31 *	
11.7	14.7	14.5	14.9	15.4	15.3	16.0	16.1	16.6	16.2	16.7	16.1	

TOTAL AUDIENCE
(Households (000) & %)

12,390	15.2	13,690	16.8	16,710	20.5	16,380	20.1	17,440	21.4
PRIVATE BENJAMIN (R)(OP)		WKRP IN CINCINNATI (R)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)	

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY 1/4 HR %

10,270	12.3	11,740	13.9	14,340	17.6	14,510	17.8	13,450	16.5	16.1*		17.0*
28		28		32		32		30		29 *		31 *
12.3	13.0	13.9	14.9	16.7	18.5	17.5	18.1	15.6	16.5	16.9		17.1

TOTAL AUDIENCE
(Households (000) & %)

13,810	16.7			13,770	16.9							
		LITTLE HOUSE-PRairie (R)(OP)				NBC MONDAY NIGHT MOVIES THE LAST REMAKE OF BEAU GESTE (OP)						

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY 1/4 HR %

7,820	9.6	9.2*		9.4*		10.1*		7,910	9.7	8.9*		10.2*	9.9*
18	19 *		18 *		18 *	18 *		18	16 *			18 *	18 *
9.5	8.9	9.0	9.8	9.9	10.2	8.8	8.9	10.1	10.2	9.8		10.1	

TOTAL AUDIENCE
(Households (000) & %)

7,990	9.8	19,970	24.5										
BEST OF THE WEST (R)(OP)				ABC MONDAY NIGHT BASEBALL MONTREAL VS LOS ANGELES CALIFORNIA VS BALTIMORE MULTI-SEGMENT TELECAST (OP)									

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY 1/4 HR %

6,760	8.3	10,020	12.3	9.1*		10.9*		12.8*		14.2*		14.0*
16		22		18 *		20 *		22 *		25 *		25 *
8.0	8.6	8.7	9.6	10.8	11.1	12.5	13.2	14.1	14.3	14.2		13.9

TOTAL AUDIENCE
(Households (000) & %)

15,490	19.0	15,000	18.4	19,800	24.3	18,660	22.9	17,600	21.6
PRIVATE BENJAMIN (R)(OP)		WKRP IN CINCINNATI (R)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)	

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY 1/4 HR %

13,200	16.2	13,530	16.6	17,440	21.4	16,710	20.5	13,370	16.4	16.3*		16.5*
32		31		37		35		29		28 *		31 *
15.6	16.9	15.9	17.2	20.5	22.3	20.4	20.6	16.2	16.5	16.4		16.7

TOTAL AUDIENCE
(Households (000) & %)

13,450	16.5			15,570	19.1							
		LITTLE HOUSE PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES THE FLAME IS LOVE (R) (SLS-OP)						

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY 1/4 HR %

9,540	11.7	10.4*		13.1*		8,310	10.2	10.1*		9.6*		10.7*	10.3*
22	21 *		24 *		18 *	18 *		16 *		19 *		19 *	19 *
10.0	10.8	12.6	13.6	10.8	9.5	9.5	9.6	10.7	10.7	10.4		10.3	

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def 1)	49.3	49.3	48.5	48.5	47.8	49.2	51.0	53.5	54.9	56.4	55.6	55.8	55.3	55.1	54.6	54.5	54.7	53.2	53.2	53.2

U.S. TV Households 81,500,000

For explanation of symbols, See page A

EVE. MON. JULY 19, 1982

TIME	7.00	7.15	7.30	7.45	8.00	8.15	8.30	8.45	9.00	9.15	9.30	9.45	10.00	10.15	10.30	10.45	11.00	11.15	11.30	11.45	12.00
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		34,310 42.1		MAJOR LEAGUE ALL STAR '82 (R) (11:38PM) (OP) (4.0)																
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		20,380 25.0																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		44 17.3																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		8,560 10.5		20,130 24.7		CBS MOVIE SPECIAL THE GREEK TYCOON (R) (OP)														
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		6,930 8.5		9,540 11.7		8.2* 15 *		11.0* 19 *		12.5* 21 *		13.5* 23 *		13.5* 23 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		17 8.8		20 8.1		15 *		19 *		21 *		23 *		23 *						
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		12,470 15.3		12,610 16.7		BRET MAVERICK (R) (OP)														
	NBC TV				FLAMINGO ROAD (R) (SUS-OP)																
	AVERAGE AUDIENCE (Households (000) & %)		8,310 10.2		8,760 8.3		8.2* 14 *		8.0* 13 *		8.2* 14 *		8.6* 15 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		19 8.9		20 10.2		20 *		14 *		13 *		15 *								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		12,230 15.0		12,710 15.6		15,570 19.1		15,160 18.6		15,890 19.5		HART TO HART (R)								
	ABC TV				HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R) (OP)										
	AVERAGE AUDIENCE (Households (000) & %)		10,350 12.7		11,410 14.0		13,450 16.5		13,370 16.4		11,820 14.5		14.8* 27 *		14.3* 27 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 12.0		28 13.5		31 13.3		30 14.6		27 14.9		27 *		27 *						
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		10,270 12.6		8,800 10.8		16,870 20.7		CBS TUESDAY NIGHT MOVIES THE CHOICE (R)												
	CBS TV				CROMKITE'S UNIVERSE		TWO OF US (R) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)		8,560 10.5		7,740 9.5		10,680 13.1		10,870 13.1		12,430 15.1		14.8* 28 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23 10.5		19 9.3		24 10.3		20 *		23 *		28 *								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		9,700 11.9		10,020 12.3		11,650 14.3		FATHER MURPHY (R) (OP)												
	NBC TV						BRET MAVERICK (R) (OP)		MCCLAIN'S LAW (R)												
	AVERAGE AUDIENCE (Households (000) & %)		6,760 8.3		7,910 9.7		9,050 11.1		9,170 11.1		10,370 12.7		11.5* 22 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		17 7.8		16 7.5		18 8.7		17 *		19 *		22 *								
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	47.9	48.5	47.4	47.9	49.1	52.2	54.4	55.8	56.9	58.8	60.2	60.4	58.9	58.9	58.3	57.4			
U.S. TV Households		WK 2	46.6	47.3	46.7	46.7	45.7	46.8	48.0	50.7	51.9	53.4	54.2	55.3	54.7	53.6	52.7	52.3			

For explanation of symbols, See page A.

EVE.WED. JULY 21, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WED JULY 14, 1982

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG AUD BY 1/4 HR %

14,510	14,100
MORK & MINDY (R)	BOSOM BUDDIES (R)
6,520	7,170
8.0	8.8
17	17
7.6	8.4
8.2	9.5
12.5	13.3
14.2	13.7
12.7	12.2
12.1	12.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG AUD BY 1/4 HR %

16,790	15,320	13,940
20.6	18.8	17.1
MAGNUM, P.I. (R)(OP)	SIMON & SIMON (R)	KNOTS LANDING (R)
13,120	12,230	10,190
16.1	15.2*	12.5
33	32 *	23
14.7	15.8	12.3
16.8	17.3	12.3
17.3	15.3	12.8
17.3	14.4	12.7

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG AUD BY 1/4 HR %

11,490	12,060	12,140	18,340
14.1	14.8	14.9	22.5
FAME (R)(OP)	DIFF'RENT STROKES (R)	GIMME A BREAK (R)(SUS-OP)	HILL STREET BLUES (R)
7,660	10,430	10,430	13,040
9.4	12.8	12.8	16.0
19	23	23	30
9.5	12.0	12.4	14.7
8.9	13.5	13.2	16.2
9.2	16.6	16.6	16.6

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG AUD BY 1/4 HR %

8,310	7,580	8,970	11,000	14,430
10.2	9.3	11.0	13.5	17.7
MORK & MINDY (R)	BOSOM BUDDIES (R)	BARNEY MILLER (R)	POLICE SQUAD (R)(OP)	20/20
6,930	6,930	7,580	8,800	10,510
8.5	8.5	9.3	10.8	12.9
18	17	18	20	24
7.7	9.3	9.1	10.3	12.6
9.3	8.2	9.4	11.3	13.2
8.2	8.7	13.3	13.3	12.7

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG AUD BY 1/4 HR %

15,490	15,400	11,820
19.0	18.9	14.5
MAGNUM, P.I. (R)(OP)	SIMON & SIMON (R)	KNOTS LANDING (R)
11,900	10,840	8,640
14.6	13.3	10.6
30	25	20
13.5	12.7	10.1
14.1	12.8	10.2
15.1	12.7	11.1
15.7	12.7	11.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG AUD BY 1/4 HR %

12,230	14,750	12,710	18,500
15.0	18.1	15.8	22.7
FAME (R)(OP)	DIFF'RENT STROKES (R)	HIGH FIVE (OP)	HILL STREET BLUES (R)
9,290	13,450	10,600	14,260
11.4	16.5	13.0	17.5
24	31	24	33
10.7	15.9	13.6	16.7
11.0	17.1	12.5	17.7
11.8	17.1	12.5	18.0
12.2	17.1	12.5	17.7

TV HOUSEHOLDS USING TV	WK 1	44.9	44.8	44.3	45.1	46.4	48.2	50.4	52.8	54.7	55.4	56.6	56.9	54.3	54.9	53.4	52.7
(See Def. 1)	WK 2	44.6	44.4	44.2	45.1	45.7	47.5	48.7	50.3	52.0	53.6	53.4	54.1	53.3	53.5	53.0	51.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

WED JULY 22, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,880
13.1
BENSON
(R)(OP)

17,030
20.9

MAJOR LEAGUE BASEBALL
CHICAGO WHITE SOX VS. PITTSBURGH
KANSAS CITY VS. ST. LOUIS
MULTI SEGMENT TELECAST (OP)

8,970	11.0	26	10.4	11.7	8.1*	19*	8.2	9.5	9.4	9.3	10.2	11.0	11.1	10.8	10.3
9.8	21	8.1	8.2	9.5	9.4	9.3	10.2	11.0	11.1	10.8	10.3				

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,240
18.7
DUKES OF HAZZARD
(R)(OP)

14,430
17.7

DALLAS
(R)

FALCON CREST
(R)

10,840	13.3	31	10.9	11.6*	27*	14.8	15.2	12.1	12.4	12.9	13.8	11.9	11.9	12.3	13.2
15.0*	11.6*	27*	12.4	14.8	15.2	12.1	12.4	12.9	13.8	11.9	11.9	12.3	13.2		

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,320
5.3
LEWIS AND CLARK

12,230
15.0

CHICAGO STORY
(R)(OP)

MCCLAIN'S LAW
(R)

3,670	4.5	11	4.5	4.5	6.3	7.1	9.1	9.4	10.1	10.6	11.0	11.5*	12.0	12.5	12.8
8.8	19	6.3	7.1	9.1	9.4	10.1	10.6	11.0	11.5*	12.0	12.5	12.8			

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,650
14.3
BENSON
(R)

9,780
12.0
MAKING A LIVING
(R)

14,590
17.9

ABC FRIDAY NIGHT MOVIE
MARC (ANO)(R)
(OP)

9,860	12.1	28	11.5	12.7	10.6	10.8	9.2	9.6	10.3	10.3	10.6	10.4	10.3	10.8	
8.640	10.6	24	10.3	10.8	10.6	10.8	9.2	9.6	10.3	10.3	10.6	10.4	10.3	10.8	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,910
18.3
DUKES OF HAZZARD
(R)(OP)

12,630
15.5

DALLAS
(R)

FALCON CREST
(R)

10,840	13.3	30	12.3	12.5*	29*	14.0	14.0	10.8	10.9	11.1	11.2	10.1	10.4	10.4	
8.970	11.0	24	10.8	10.8*	24*	14.0	14.0	10.8	10.9	11.1	11.2	10.1	10.4	10.4	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,890
6.0
LEWIS AND CLARK

10,270
12.6

CHICAGO STORY
(R)(OP)(SJS-OP)

CASSIE AND COMPANY

4,080	5.0	12	5.5	4.6	5.8	6.0	8.1	7.9	8.1	8.6	9.2	9.7	10.1	10.9	
6.030	7.4	16	5.8	6.0	8.1	7.9	8.1	8.6	9.2	9.7	10.1	10.9			

TV HOUSEHOLDS USING TV	WK 1	WK 2	1	2	3	4	5	6	7	8	9	10	11	12	13	14
(See Def. 1)	1.0	1.5	40.4	41.4	41.6	43.1	43.5	44.6	45.0	45.7	47.2	49.0	47.6	47.2	47.1	47.9
	1.0	1.7	40.6	41.8	42.0	43.4	44.1	45.2	45.1	45.8	46.2	46.7	47.1	46.6	45.7	45.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE. FRI. JULY 23, 1982

NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT JULY 17, 1982

TIME 7 00 7 15 7 30 7 45 8 00 8 15 8 30 8 45 9 00 9 15 9 30 9 45 10 00 10 15 10 30 10 45 11 00 11 15 11 30 11 45 12 00

TOTAL AUDIENCE (Households (000) & %)		10,970 13.4		17,200 21.1		15,421 18.8	
ABC TV		TODAY (R)		LOVE BOAT (R)(OP)		FANTASY ISLAND (R)	
AVERAGE AUDIENCE (Households (000) & %)		7,500 9.2		12,800 15.7		12,060 14.8	
SHARE OF AUDIENCE %		23 21 *		10.1* 25 *		16.8* 35 *	
AVG. AUD. BY ¼ HR. %		8.1 8.3		9.7 10.6		16.8 16.9	
TOTAL AUDIENCE (Households (000) & %)		10,840 13.3		12,710 15.6		10,110 12.4	
CBS TV		WALT DISNEY DUCK FOR HIRE(R)		INTERNATIONAL VELVET (OP)		NBC MAGAZINE (R)	
AVERAGE AUDIENCE (Households (000) & %)		8,800 10.8		6,440 7.9		7,340 9.0	
SHARE OF AUDIENCE %		27 27		6.7* 16 *		9.0* 19 *	
AVG. AUD. BY ¼ HR. %		10.5 11.1		6.6 6.6		8.5 8.5	
TOTAL AUDIENCE (Households (000) & %)		6,520 8.0		7,740 9.5		8,880 10.9	
NBC TV		HERE'S BOOMER (R)		HARPER VALLEY (R)(OP)		NASHVILLE PALACE (R)(SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)		5,220 6.4		6,850 8.4		6,190 7.6	
SHARE OF AUDIENCE %		16 16		21 21		17* 17 *	
AVG. AUD. BY ¼ HR. %		6.3 6.6		8.2 8.7		7.5 7.5	
TOTAL AUDIENCE (Households (000) & %)		11,820 14.5		17,770 21.8		19,890 24.4	
ABC TV		TODAY'S FBI (R)(OP)		LOVE BOAT (R)(OP)		FANTASY ISLAND (R)	
AVERAGE AUDIENCE (Households (000) & %)		8,310 10.2		13,690 16.8		15,570 19.1	
SHARE OF AUDIENCE %		24 22 *		11.0* 25 *		18.0* 38 *	
AVG. AUD. BY ¼ HR. %		9.2 9.5		10.7 11.3		17.7 18.5	
TOTAL AUDIENCE (Households (000) & %)		12,710 15.6		6,190 7.6		10,020 12.3	
CBS TV		CHILDREN OF AN LAC (R)(OP)		JULLIARD AND BEYOND		NBC MAGAZINE (R)	
AVERAGE AUDIENCE (Households (000) & %)		6,680 8.2		7,500 9.2		6,280 7.7	
SHARE OF AUDIENCE %		18 18 *		17* 17 *		16* 16 *	
AVG. AUD. BY ¼ HR. %		7.9 7.3		7.5 7.5		7.4 7.4	
TOTAL AUDIENCE (Households (000) & %)		9,050 11.1		8,800 10.8		8,640 10.6	
NBC TV		HERE'S BOOMER (R)		HARPER VALLEY (R)(OP)		NASHVILLE PALACE (R)(OP)	
AVERAGE AUDIENCE (Households (000) & %)		7,250 8.9		7,500 9.2		6,280 7.7	
SHARE OF AUDIENCE %		21 21		17* 17 *		16* 16 *	
AVG. AUD. BY ¼ HR. %		8.1 9.4		8.9 9.5		7.4 7.6	

TV HOUSEHOLDS USING TV WK	WK	40.0	39.0	39.0	40.1	40.3	41.5	43.9	45.5	47.2	47.8	47.4	47.3	45.9	45.0
(See Def 1)	WK	40.6	41.8	41.9	42.3	43.7	44.6	45.7	46.0	47.2	47.2	46.6	46.6	46.4	46.0

U.S. TV Households 81,500,000

For explanation of symbols, See page A

EVE. SAT. JULY 24, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT JULY 17, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,080
(Households (000) & %) { 5.0

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 3,990
(Households (000) & %) { 4.9
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 4.9

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

9,540
11.7

SATURDAY NIGHT
(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 4,890
(Households (000) & %) { 6.0 7.1* 6.0* 4.3*
SHARE OF AUDIENCE % 20 20* 20* 17*
AVG. AUD. BY ¼ HR. % 7.8 6.4 6.2 5.8 4.4 3.9

TOTAL AUDIENCE { 5,540
(Households (000) & %) { 6.8

ABC TV

ABC
WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 5,220
(Households (000) & %) { 6.4
SHARE OF AUDIENCE % 15
AVG. AUD. BY ¼ HR. % 6.4

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

8,230
10.1

SATURDAY NIGHT
(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)

AVERAGE AUDIENCE { 5,130
(Households (000) & %) { 6.3 6.1* 6.6*
SHARE OF AUDIENCE % 20 18* 22*
AVG. AUD. BY ¼ HR. % 5.9 6.3 6.7 6.5 6.0 5.6

TV HOUSEHOLDS USING TV	WK. 1	43.9	41.1	36.3	33.4	30.9	28.0	25.2	23.6	21.0	19.1	18.1	16.3	14.7	12.9	11.6	10.2
(See Def. 1)	WK. 2	44.7	40.1	35.3	33.2	31.4	29.0	25.9	23.6	21.1	18.9	17.2	15.9	14.6	12.9	11.5	10.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.SAT. JULY 24, 1982

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE SUN JULY 18, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

9,700
11.9

22.1

ABC TV

CODE RED
(R)(OP)

ABC SUNDAY NIGHT MOVIE
MARILYN: THE UNTOLD STORY(R)
(OP)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

6,110
7.5
17
6.2

11,170
13
26
10

12.1*
24*
12.4

14.8*
28*
15.0

15.1*
28*
15.2

14.8*
27*
14.9

14.9
15.0

20*
20*
11.9

TOTAL AUDIENCE
(Households (000) & %)

19,640
24.1

12,960

14,340
17.6

15,730
19.3

17,360
21.3

18,420
22.6

CBS TV

60 MINUTES

ARCHIE BUNKER'S
PLACE
(R)

ONE DAY AT A
TIME
(R)(OP)

ALICE
(R)

JEFFERSONS
(R)

TRAPPER JOHN, M.D.
(R)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

15,000
18.4
41
17.0

11,330
13.9
29
13.5

12,470
15.3
30
14.7

14,020
17.2
33
16.5

15,320
18.8
34
17.9

14,590
17.9
33
17.3

17.3*
32*
17.3

18.6*
35*
18.6

18.5
18.5

TOTAL AUDIENCE
(Households (000) & %)

8,070
9.9

13,530

15,970
19.6

NBC TV

WILLARD SCOTT'S CIRCUS
(R)

CHIPS
(R)(OP)

NBC SUNDAY NIGHT MOVIE
THE LEGACY(R)
(OP)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

5,300
6.5
15
6.1

10,510
12.9
26
11.3

12.1*
25*
12.9

13.7*
27*
13.6

11.9
22
10.8

10.9*
21*
10.9

11.4*
21*
11.6

12.8*
24*
12.5

12.7*
24*
12.9

TOTAL AUDIENCE
(Households (000) & %)

8,150
10.0

7,500

18,090
22.2

ABC TV

CODE RED
(R)

ABC NEWS CLOSEUP
MEXICO TIMES OF CRISIS
(OP)

ABC SUNDAY NIGHT MOVIE
THREE DAYS OF THE CONDOR(R)
(9:00-11:20PM)
(OP)(-OP)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

5,540
6.8
16
5.9

5,220
6.4
14
5.9

5.1*
13*
6.4

6.6*
14*
6.8

13.5
25
10.3

10.8*
20*
11.4

13.0*
23*
13.2

14.2*
25*
14.3

14.6*
27*
14.8

TOTAL AUDIENCE
(Households (000) & %)

17,850
21.9

12,230

12,960
15.9

16,380
20.1

16,380
20.1

17,690
21.7

CBS TV

60 MINUTES

ARCHIE BUNKER'S
PLACE
(R)

ONE DAY AT A
TIME
(R)(OP)

ALICE
(R)

JEFFERSONS
(R)

TRAPPER JOHN, M.D.
(R)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

13,610
16.7
39
15.2

10,920
13.4
29
13.4

11,080
13.6
28
13.1

13,940
17.1
32
15.7

14,910
18.3
33
17.9

13,770
16.9
31
16.4

16.6*
30*
16.8

17.3*
32*
17.5

17.1
17.1

TOTAL AUDIENCE
(Households (000) & %)

10,090
8.7

5,790

17,200
21.1

NBC TV

THE FLINTSTONES
(R)

KANGAROOS IN
THE KITCHEN

CHIPS
(R)(OP)

NBC SUNDAY NIGHT MOVIE
THE FALL OF THE HOUSE OF USHER
(SUS OP)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

9,300
6.5
15
6.4

4,810
5.9
13
5.8

11,820
14.5
31
12.1

13.1*
29*
14.0

16.0*
33*
15.7

13.9
25
13.7

13.7*
26*
13.8

13.4*
24*
13.3

14.5*
26*
14.7

14.0*
26*
14.3

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

11.1	14.2	45.3	46.1	47.1	49.1	50.6	52.1	52.0	53.4	54.1	55.5	54.3	54.6	53.8	
11.1	11.6	43.9	44.3	45.2	46.7	47.6	49.1	51.5	54.6	55.4	56.8	56.2	55.7	54.5	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE SUN. JULY 25, 1982

EVE.SUN. JULY 25, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON. - FRI JULY 12-16, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

4,320		4,730	
5.3		5.8	
GOOD MORNING, AMERICA-730	GOOD MORNING, AMERICA-830		
(CO-OP)	(CO-OP)	(PARTICIPATING)	(PARTICIPATING)
3,420		3,830	
4.2		4.7	
28		25	
4.2	4.1	4.7	4.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,610	3.2	2,850	3.5	4,320	5.3	6,600	8.1
MORNING-KURTIS & SAWYER 1	(CO-OP)	(PARTICIPATING)	MORNING-KURTIS & SAWYER 2	(CO-OP)	(PARTICIPATING)	ONE DAY AT A TIME-M-F	ALICE M-F
2,200	2.7	2,280	2.8	3,750	4.6	5,710	7.0
18	15	15	15	21	21	30	30
2.5	2.8	2.8	2.8	4.3	5.0	6.8	7.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

3,910	4.8	3,990	4.9	4,560	5.6	4,320	5.3
TODAY SHOW 7 30AM	(CO-OP)	(PARTICIPATING)	TODAY SHOW 8 30AM	(CO-OP)	(PARTICIPATING)	DIFF'RENT STROKES M-F	WHEEL OF FORTUNE
3,180	3.9	3,180	3.9	3,910	4.8	3,590	4.4
26	21	21	21	22	22	19	19
				4.5	5.1	4.4	4.4

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

4,480		4,320		
5.5		5.3		
← GOOD MORNING, AMERICA-730 →		← GOOD MORNING, AMERICA-830 →		
(CO-OP)	(PARTICIPATING)	(CO-OP)	(PARTICIPATING)	'SUS-OP.
3,420		3,590		
4.2		4.4		
29		24		
4.3	4.2	4.4	4.5	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,450	3.0	3,020	3.7	4,560	5.6	6,600	8.1
MORNING KURTIS & SAWYER 1	(CO-OP)	(PARTICIPATING)	MORNING KURTIS & SAWYER 2	(CO-OP)	(PARTICIPATING)	ONE DAY AT A TIME-M-F	ALICE-M-F
1,960	2.4	2,530	3.1	3,910	4.8	5,620	6.9
17	17	17	17	23	23	30	30
2.3	2.6	3.1	3.1	4.4	5.1	6.6	7.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

3,750	4.6	3,260	4.0	4,480	5.5	4,970	6.1
TODAY SHOW 7 30AM	(CO-OP)	(PARTICIPATING)	TODAY SHOW 8 30AM	(CO-OP)	(PARTICIPATING)	DIFF'RENT STROKES M-F	WHEEL OF FORTUNE
2,930	3.6	2,850	3.5	3,750	4.6	4,160	5.1
25	19	19	19	22	22	22	22
3.6	3.6	3.4	3.5	4.2	4.9	5.2	5.1

TV HOUSEHOLDS USING TV

WK 1

WK 2

(See Def. 1)

10.4	12.2	13.4	14.8	16.5	17.6	18.0	19.2	20.1	20.3	21.0	21.4	23.0	23.4	23.8
10.4	11.9	13.0	14.3	15.7	16.6	17.5	18.5	19.8	20.4	20.8	21.4	23.0	23.4	23.8

U.S. TV Households 81,500,000

For explanation of symbols, See page A

DAY MON.-FRI. JULY 19-23, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE { 10,350 4,400
(Households (000) & %) 12.7 5.4

ABC TV — GENERAL HOSPITAL (SUS-OP) — EDGE OF NIGHT

AVERAGE AUDIENCE { 8,230 3,830
(Households (000) & %) 10.1 4.7
SHARE OF AUDIENCE % 36 17
AVG. AUD. BY ¼ HR. % 9.8 4.5

TOTAL AUDIENCE { 7,170 3,260
(Households (000) & %) 8.8 4.0

CBS TV — GUIDING LIGHT (OP) — TATTLTALES

AVERAGE AUDIENCE { 5,790 2,770
(Households (000) & %) 7.1 3.4
SHARE OF AUDIENCE % 25 13
AVG. AUD. BY ¼ HR. % 6.7 3.4

TOTAL AUDIENCE { 4,650
(Households (000) & %) 5.7

NBC TV — CHIPS M-F —

AVERAGE AUDIENCE { 3,260
(Households (000) & %) 4.0 3.7* 4.2*
SHARE OF AUDIENCE % 14 13* 15*
AVG. AUD. BY ¼ HR. % 3.5 3.9 4.2 4.3

TOTAL AUDIENCE { 10,510 4,810
(Households (000) & %) 12.9 5.9

ABC TV — GENERAL HOSPITAL (SUS-OP) — EDGE OF NIGHT

AVERAGE AUDIENCE { 8,390 3,990
(Households (000) & %) 10.3 4.9
SHARE OF AUDIENCE % 35 17
AVG. AUD. BY ¼ HR. % 9.9 5.1 4.8

TOTAL AUDIENCE { 6,930 3,500
(Households (000) & %) 8.4 4.3

CBS TV — GUIDING LIGHT (OP) — TATTLTALES

AVERAGE AUDIENCE { 5,710 2,770
(Households (000) & %) 7.0 3.4
SHARE OF AUDIENCE % 24 12
AVG. AUD. BY ¼ HR. % 6.9 3.4 3.4

TOTAL AUDIENCE { 4,650
(Households (000) & %) 5.7

NBC TV — CHIPS M-F —

AVERAGE AUDIENCE { 1,830
(Households (000) & %) 4.7 4.3* 5.0*
SHARE OF AUDIENCE % 10 15* 17*
AVG. AUD. BY ¼ HR. % 4.1 4.5 4.8 5.2

TV HOUSEHOLDS USING TV WK 1 28.3 28.6 29.0 27.9 28.8 29.1 30.9 32.6 34.4 35.6 37.1 40.8 43.0 44.6 45.5
(See Def 1) WK 2 28.6 29.4 30.0 28.4 29.8 30.9 32.1 33.6 35.5 36.9 39.1 41.1 43.0 43.7 44.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 19-23, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR ■

2,220 4.1	1,140 4.1	3,180 3.9	3,750 4.6	4,400 4.4	4,650 4.7
SUPERFRIENDS (OP)	THUNDARR THE BARBARIAN (OP)	GOLDIE GOLD/ ACTION JACK (OP)	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)
1,790 2.2	2,690 3.3	2,690 3.3	2,850 3.5	3,500 4.3	3,910 4.8
21 1.9	20 3.3	17 2.9	17 3.6	22 3.4	22 3.7
	3.3	3.3	3.4	4.0	4.9

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR ■

2,200 2.7	2,770 3.4	3,260 4.0	5,790 7.1	6,850 8.4	6,520 8.0
POPEYE/OLIVE COMEDY SHOW (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)	TARZAN/L. RANGER/ ZORRO HR2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (OP)
1,710 2.1	2,360 2.9	2,610 3.2	4,650 5.7	5,460 6.7	5,870 7.2
17 2.2	19 2.7	18 3.2	28 5.5	30 6.6	30 7.1
2.0	3.2	3.2	5.9	6.7	7.2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR ■

3,260 4.0	5,790 7.1	7,660 9.4	4,650 5.7	4,730 5.8	4,650 5.7
FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I	SMURFS II (OP)	KID SUPER POWER I	KID SUPER POWER II (OP)	SPIDER-MAN & FRIENDS
2,360 2.9	4,650 5.7	6,280 7.7	3,910 4.8	3,830 4.7	4,080 5.0
27 2.5	40 5.2	45 7.4	25 5.0	22 4.9	22 4.7
3.2	6.1	7.9	4.5	4.4	5.3

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR ■

2,610 3.2	3,910 4.8	3,420 4.2	4,730 5.8	4,320 5.3	5,130 6.3
SUPERFRIENDS (OP)	THUNDARR THE BARBARIAN (OP)	GOLDIE GOLD/ ACTION JACK (OP)	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)
2,120 2.6	3,340 4.1	2,690 3.3	3,830 4.7	3,910 4.8	4,160 5.1
31 2.4	28 4.1	18 3.2	24 4.4	25 4.7	25 5.4
2.9	4.1	3.4	5.1	4.8	4.8

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR ■

1,220 1.5	1,630 2.0	3,100 3.8	4,970 6.1	5,220 6.4	6,600 8.1
POPEYE/OLIVE COMEDY SHOW (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)	TARZAN/L. RANGER/ ZORRO HR2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (OP)
980 1.2	1,220 1.5	2,200 2.7	3,910 4.8	4,810 5.9	5,380 6.6
13 1.0	11 1.3	15 2.5	24 4.2	27 5.8	30 6.4
1.4	1.7	2.9	5.3	5.9	6.8

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR ■

1,630 2.0	4,320 5.3	6,680 8.2	5,710 7.0	4,810 5.9	4,320 5.3
FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I	SMURFS II (OP)	KID SUPER POWER I	KID SUPER POWER II (OP)	SPIDER MAN & FRIENDS
1,300 1.6	3,670 4.5	5,620 6.9	4,810 5.9	4,240 5.2	3,910 4.8
19 1.3	37 3.8	42 6.9	31 7.0	24 6.0	22 5.8
1.9	5.2	7.0	5.8	5.3	4.9

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	6.0	7.6	8.3	10.2	11.2	13.0	14.9	16.1	17.1	19.3	19.8	21.0	21.8	22.6	23.6	24.2
(See Def. 1)			5.2	6.1	6.4	7.2	8.8	10.2	12.1	14.8	17.1	18.4	19.9	21.0	21.5	21.9	22.1	22.1

U.S. TV Households 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT JULY 17, 1982

TIME	11 00	11 15	11 30	11 45	12 00	12 15	12 30	1 45	1:00	1:15	1:30	1:45	2 00	2 15	2 30	2 45
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TOTAL AUDIENCE
(Households (000) & %)

5,300 6.5	5,460 6.7	9,450 11.6
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BRITISH OPEN SAT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

4,160 5.1	4,240 5.2	4,400 5.4
--------------	--------------	--------------

4.4*

4.9*

5.8*

6.0*

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

22 4.9	22 5.2	20 4.5
-----------	-----------	-----------

18*

18*

21*

22*

6.1

6.5

TOTAL AUDIENCE
(Households (000) & %)

7,820 9.6	6,440 7.9	4,730 5.8
--------------	--------------	--------------

4,970
6.13,910
4.83,340
4.1

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

6,030 7.4	5,460 6.7	3,590 4.4
--------------	--------------	--------------

4.0

3,260
4.02,690
3.3SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

31 7.6	28 6.7	17 4.7
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18~

15

12

3.1

3.5

TOTAL AUDIENCE
(Households (000) & %)

3,590 4.4	4,080 5.0	4,810 5.9
--------------	--------------	--------------

3,260
4.03,500
4.312,230
15.0

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

3,100 3.8	3,340 4.1	3,910 4.8
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2,690
3.33,260
4.05,300
6.5SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

16 3.7	17 3.8	19 4.2
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12

14

21

5.0

5.5

5.8*

20*

6.2

TOTAL AUDIENCE
(Households (000) & %)

4,650 5.7	4,850 5.7	4,320 5.3
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5,710
7.0

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

3,750 4.6	3,750 4.6	3,590 4.4
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3,180
3.93,750
4.63,590
4.4SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

22 4.3	21 4.8	19 4.6
-----------	-----------	-----------

17

16*

17*

4.2

TOTAL AUDIENCE
(Households (000) & %)

4,650 8.2	5,870 7.2	3,260 4.0
--------------	--------------	--------------

4,560
5.64,480
5.53,590
4.4

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

3,790 7.1	4,480 5.5	2,690 3.3
--------------	--------------	--------------

3,750
4.63,590
4.42,610
3.2SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

32 7.4	25 6.8	14 5.9
-----------	-----------	-----------

20

18

13

3.2

3.1

TOTAL AUDIENCE
(Households (000) & %)

3,790 3.7	3,500 4.3	3,180 3.9
--------------	--------------	--------------

2,280
2.85,050
6.213,770
16.9

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

3,610 3.7	2,690 3.3	2,770 3.4
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1,960
2.43,590
4.44,480
5.5SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

14 3.2	15 3.2	15 3.3
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10

2.4

2.4

22

26

7.2*

26*

7.3

TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1			19	24.4	24.8	25.7	27.2	27.4	27.0	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7	26.7
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U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE BASEBALL, KANSAS CITY VS BOSTON & CINCINNATI VS ST. LOUIS, NBC, (2:15-5:16PM)

A-25 (2) NBC MAJOR LEAGUE BASEBALL, HOUSTON VS ST. LOUIS & OAKLAND VS BALTIMORE, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. JULY 24, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE
(Households (000) & %)

11,820
14.5

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,360
7.8
23
6.5

7.1*
22*
7.8

8.6*
25*
8.5

7.5*
21*
8.8

8.0

7.1

ABC WIDE WORLD SPORTS SAT

TOTAL AUDIENCE
(Households (000) & %)

8,400
10.4

8,230
10.1

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,500
4.7
13
4.5

4.2*
13*
4.4

4.2*
13*
4.0

4.2*
13*
4.2

7,170
8.8
23
8.7

8.9

CBS SPORTS SATURDAY

CBS SAT. NEWS-SCHIEFFER

TOTAL AUDIENCE
(Households (000) & %)

8,400
10.4

6,440
7.9

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6.3*
21*
6.3

6.9*
22*
6.4

6.7*
22*
6.9

6.7*
22*
7.0

7.1*
22*
6.7

7.1*
22*
6.8

7.3

6.9

7.0

6.5

NBC MAJOR LEAGUE BASEBALL
KANSAS CITY VS BOSTON
CINCINNATI VS ST. LOUIS
(2:15-5:16PM)

NBC NIGHTLY NEWS-SAT

5,300
6.5
17
6.2

6.7

TOTAL AUDIENCE
(Households (000) & %)

8,400
10.4

9,050
6.2

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,910
4.8
14
3.9

3.9*
12*
3.9

4.5*
13*
4.0

6.1*
18*
6.1

2,930
3.6
10
4.3

3.9*
11*
3.6

3.4*
10*
3.4

ABC WIDE WORLD-SPORTS SAT

U S WOMENS OPEN GOLF-SAT

TOTAL AUDIENCE
(Households (000) & %)

11,650
14.3

7,420
9.1

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,950
7.3
23
5.6

6.5*
21*
7.5

9.3*
29*
9.5

6.0*
18*
9.1

6.1

5.9

6,440
7.9
21
7.8

8.0

CBS SPORTS SATURDAY

CBS SAT. NEWS-SCHIEFFER

TOTAL AUDIENCE
(Households (000) & %)

4,560
5.6

5,710
7.0

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

7.8*
27*
7.8

7.9*
27*
7.9

8.0*
27*
8.0

8.0*
27*
7.8

7.5*
24*
7.8

7.5*
24*
7.8

7.6

7.3

3.7

3.8

4.0

3.9

NBC MAJOR LEAGUE BASEBALL
HOUSTON VS ST. LOUIS
OAKLAND VS BALTIMORE
MULTI-SEGMENT TELECAST (OP)

ANHEUSER BUSCH GOLF SAT
(5:05-6:00PM)
(OP)

NBC NIGHTLY NEWS-SAT

4,650
5.7
15
5.9

5.6

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	31.0	31.9	32.1	31.5	31.1	31.9	32.1	32.3	31.9	32.6	35.0	36.0	36.8	38.0	38.0	38.0	38.0	38.0	38.0	38.0
	28.8	28.8	29.5	29.5	30.4	31.1	32.6	33.4	34.0	34.2	34.8	36.5	37.1	37.0	37.0	37.0	37.0	37.0	37.0	37.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)													1,060 1.3	1,550 1.9				
	ABC TV													KIDS ARE PEOPLE TOO I (OP)	KIDS ARE PEOPLE TOO II (OP)				
	AVERAGE AUDIENCE (Households (000) & %)													820 1.0	1,140 1.4				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 .9	7 1.1				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)													5,540 6.8					
	CBS TV													SUNDAY MORNING				FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)													2,850 3.5	1.0*			3.7* 3.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													21 2.9	21* 3.1			22* 4.1	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																2,200 2.7		
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:05AM) (-OP)		
	AVERAGE AUDIENCE (Households (000) & %)																1,550 1.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																9 1.7		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)													5,130 6.3					
	CBS TV													SUNDAY MORNING				FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)													2,690 3.3	2.9*			3.4* 3.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													19 2.6	20* 3.2			20* 3.3	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																2,690 3.3		
	NBC TV																17.9 19.3		
	AVERAGE AUDIENCE (Households (000) & %)																17.7 20.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																18.4 20.6		
TV HOUSEHOLDS USING TV		WK 1	4.7	5.1	5.5	6.5	7.8	8.9	10.7	13.1	15.1	17.1	17.9	17.7	17.9	19.3	19.1	20.1	
(See Def. 1)		WK 2	4.4	5.2	5.8	6.3	7.7	9.6	11.4	13.1	14.9	16.2	17.3	18.4	19.6	20.9	20.6	20.3	
U.S. TV Households - 81,500,000																			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. JULY 25, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN JULY 18, 1982

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE
(Households (000) & %)

8,800
10.8

3,990
4.9

ABC TV

BRITISH OPEN SUN

THIS WEEK-DAVID BRINKLEY

AVERAGE AUDIENCE
(Households (000) & %)

4,890
6.0

2,450
3.0

SHARE OF AUDIENCE %

25

11

AVG. AUD. BY 1/4 HR. %

3.6

3.1

W

TOTAL AUDIENCE
(Households (000) & %)

2,850
3.5

CBS TV

FACE THE NATION

AVERAGE AUDIENCE
(Households (000) & %)

2,280
2.8

SHARE OF AUDIENCE %

11

AVG. AUD. BY 1/4 HR. %

2.8

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

3,420
4.2

13,200
16.2

NBC TV

MEET THE PRESS

SPORTSWORLD
(2:00-5:35PM)

AVERAGE AUDIENCE
(Households (000) & %)

2,690
3.3

SHARE OF AUDIENCE %

12

AVG. AUD. BY 1/4 HR. %

3.0

E

E

K

TOTAL AUDIENCE
(Households (000) & %)

2,040
2.5

4,810
5.9

ABC TV

KIDS ARE
PEOPLE TOO II
(11:05-11:30AM)
(OP)

THIS WEEK-DAVID BRINKLEY

DIRECTIONS
(SUS)

(SUS-OP)

AVERAGE AUDIENCE
(Households (000) & %)

1,710
2.1

2,690
3.3

SHARE OF AUDIENCE %

10

14

AVG. AUD. BY 1/4 HR. %

2.2

2.6

3.0

3.5

3.9

W

TOTAL AUDIENCE
(Households (000) & %)

3,180
3.9

CBS TV

FACE THE NATION

(SUS-OP)

AVERAGE AUDIENCE
(Households (000) & %)

2,610
3.2

SHARE OF AUDIENCE %

14

AVG. AUD. BY 1/4 HR. %

3.5

2.9

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

3,500
4.3

5,790
7.1

NBC TV

MEET THE PRESS

RELIGIOUS SERIES
(SUS)

ANHEUSER-BUSCH GOLF SUN
(2:00-4:03PM)

AVERAGE AUDIENCE
(Households (000) & %)

2,770
3.4

SHARE OF AUDIENCE %

15

AVG. AUD. BY 1/4 HR. %

3.4

3.4

TV

HOUSEHOLDS USING TV WK 1
(See Def. 1)

11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
25.0	25.0	25.5	26.6	26.7	27.5	27.3	27.6	26.8	28.3	29.0	29.9	30.4	30.2	28.0	28.0
23.7	24.1	23.7	23.8	23.6	24.4	24.7	25.9	26.0	26.7	27.6	27.5	28.0	28.0	28.0	28.0

U.S. TV Households 81,500,000

For explanation of symbols, See page A

DAY SUN. JULY 25, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN JULY 18, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)3,830
4.73,500
4.33,710
4.1

ABC TV

DAYAN 1.5HALL

SPORTSBEAT

ABC WHAT NEW
TODAY ONAVERAGE AUDIENCE
(Households (000) & %)1,470
1.8

1.5*

1.7*

2.0*

1.9*

2,770
3.44,560
5.6SHARE OF AUDIENCE
%

6

5*

6*

8*

6*

10

15

AVG. AUD. BY ¼ HR.

1.5

1.5

1.7

1.7

2.0

3.1

5.4

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)9,860
12.17,740
9.5

CBS TV

CBS SPORTS SUNDAY

CBS EVENING NEWS-
DEANAVERAGE AUDIENCE
(Households (000) & %)4,650
5.7

5.6*

5.4*

6,600
8.1SHARE OF AUDIENCE
%

18

18*

17*

21

AVG. AUD. BY ¼ HR.

5.2

6.0

5.5

7.9

TOTAL AUDIENCE
(Households (000) & %)SPORTSWORLD
(2:00-5:35PM)6,850
8.4NBC NIGHTLY NEWS-
SUN

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

5.5*

19*

5.5*

6.4*

6.7*

7.4*

5,460
6.7SHARE OF AUDIENCE
%

5.8

5.4

5.4

5.9

6.2

7.1

17

AVG. AUD. BY ¼ HR.

5.8

5.4

5.4

5.9

6.2

7.1

6.4

TOTAL AUDIENCE
(Households (000) & %)8,880
10.98,480
10.4

ABC TV

NATIONAL SPORTS FESTIVAL

U.S. WOMEN'S OPEN GOLF SUN

AVERAGE AUDIENCE
(Households (000) & %)3,670
4.5

3.9*

4.9*

4.8*

4.5*

4,160
5.1

6,1*

SHARE OF AUDIENCE
%

15

14*

16*

16*

14*

12*

17*

AVG. AUD. BY ¼ HR.

3.8

4.2

4.7

5.1

5.1

4.0

6.1

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)13,370
16.48,310
10.2

CBS TV

CBS SPORTS SUNDAY

CBS EVENING NEWS-
DEANAVERAGE AUDIENCE
(Households (000) & %)7,340
9.0

7.4*

10.0*

6,760
8.3SHARE OF AUDIENCE
%

28

24*

30*

22

AVG. AUD. BY ¼ HR.

7.2

7.5

9.4

7.8

TOTAL AUDIENCE
(Households (000) & %)7,090
8.76,280
7.7

NBC TV

ANHLUSER BUSCH GOLF-SUN.
(2:00-4:00PM)
(OP)SPORTSWORLD
(4:03-5:30PM)
(OP)NBC NIGHTLY NEWS-
SUNAVERAGE AUDIENCE
(Households (000) & %)3,770
4.5

3.9*

4.0*

4.2

4.2*

3,420
4.25,380
6.6SHARE OF AUDIENCE
%

13

13*

13*

13

14*

12*

17

AVG. AUD. BY ¼ HR.

3.8

3.9

3.9

4.1

4.2

4.0

6.2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

29.8	30.9	31.9	32.5	32.2	32.4	32.1	33.3	33.9	34.6	36.7	39.0	40.9	41.5
29.8	31.0	29.6	30.2	31.1	32.1	32.9	34.3	34.9	35.0	37.2	38.4	39.5	40.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. JULY 25, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	2	8.30-11.05PM	-GRID 11.00 11.15													2.0	
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.56- 9.57PM	9.45														
EVENING TUESDAY																	
ABC MAJOR LEAGUE ALL STAR GM.(S)	1	8.13-11.38PM	-GRID 11.00 11.15 11.30	34,310	42.1	20,380	25.0	44	25.3 24.1 25.0								
ABC MAJOR LEAGUE ALL STAR PRE(S)	1	8.00- 8.13PM	-GRID	12,140	14.9	12,230	15.0	33									
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.48- 9.49PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS CAPSULE-2 WED(SUS)	2	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NBC NEWS CAPSULE-2-THU(SUS)	1	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
ABC MAJOR LEAGUE BSBL FRI. ED(S)	1	8.30-11.09PM	-GRID 11.00 11.15 11.30	17,030	20.9	7,990	9.8	21	9.3 1.3 -<<								
NBC NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.28- 8.30PM	8.15							8,070	9.9	7,820	9.6	23	9.6		
	1	8.58- 8.59PM	8.45	8,390	10.3	8,390	10.3	25	10.3								
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,390	15.2	12,390	15.2	32	15.2	14,180	17.4	14,180	17.4	37	17.4		
CBS NEWSBREAK-SAT.	2	8.57- 8.58PM	8.45							5,950	7.3	5,950	7.3	16	7.3		
	1	9.12- 9.13PM	9.00	5,460	6.7	5,460	6.7	15	6.7								
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	5,950	7.3	5,950	7.3	18	7.3	6,440	7.9	6,440	7.9	18	7.9		
NBC NBC NEWS CAPSULE-2-SAT(SUS)	1	9.58- 9.59PM	9.45														
NBC NBC NEWS CAPSULE-2-SAT.	2	9.58- 9.59PM	9.45							5,950	7.3	5,950	7.3	15	7.3		
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	7.34- 7.38PM	7.30							4,890	6.0	4,890	6.0	13	6.0		
	2	8.33- 8.34PM	8.30	6,360	7.8	6,190	7.6	17	7.6								
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.20PM	-GRID 11.15							18,090	22.2	11,000	13.5	25			
												15.8*	33*	15.5			
ABC ABC NEWSBRIEF-SUN.	2	9.57- 9.58PM	9.45							10,510	12.9	10,510	12.9	23	12.9		
	1	10.05-10.06PM	10.00	11,740	14.4	11,740	14.4	27	14.4								
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	12,230	15.0	12,230	15.0	29	15.0	10,510	12.9	10,510	12.9	26	12.9		

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D NBC NBC NEWS CAPSULE-SUN NBC NBC NEWS CAPSULE-2-SUN(SUS) NBC NBC NEWS CAPSULE-2-SUN.		8.58- 8.59PM 2 9.47- 9.48PM 1 9.53- 9.54PM	8.45 9.45 9.45	9,540 11.7 9,540 11.7 8,480 10.4	11.7 11.7 10.4	9,540 11.7 9,540 11.7 8,480 10.4	22 22 19	11.7 11.7 10.4				11,170 13.7 11,170 13.7 8,480 10.4	13.7 13.7 10.4	11,170 13.7 11,170 13.7 8,480 10.4	28 28 19	13.7 13.7 10.4			
EVENING MONDAY-FRIDAY ABC ABC NEWSBRIEF-M-F	1 2	> >	8.00 8.15 9.45	11,000 13.5 11,170 13.7 4,970 6.1	13.5 13.7 17	11,000 13.5 11,170 13.7 4,970 6.1	26 26 17	16.5 10.5 13.4	M-F TU & F MWTH			9,370 11.5 9,370 11.5 4,480 5.5	11.5 11.5 16	9,370 11.5 9,370 11.5 4,480 5.5	22 22 16	8.3 12.3 6.4	M-F TU-F TU-F		
ABC ABC NEWS:NIGHTLINE-MON ABC ABC NEWS:NIGHTLINE-T-F	1 1	11.30-12.00MD >	11.30 11.45 11.30 11.45 12.00	6,440 7.9 4,970 6.1 6,600 8.1	7.9 17 18	6,440 7.9 4,970 6.1 6,600 8.1	17 17 18	7.1 5.1 7.1 5.8 5.6	MON. MON. W-F W-F FRI.			5,790 7.1 4,480 5.5 3,420 4.2	7.1 16 14	5,790 7.1 4,480 5.5 3,420 4.2	16 16 14	6.4 4.7 4.5	TU-F TU-F TUE.		
ABC ABC NEWS:NIGHTLINE-MON ABC ABC MOVIE OF THE WEEK	2 1	11.53-12.26AM 12.00- 1.11AM	11.45 12.00 12.15 12.00 12.15 12.30 12.45	5,050 6.2 3,420 4.2 3,670 4.5	6.2 14 4.5	5,050 6.2 3,420 4.2 3,670 4.5	14 14 4.5	5.7 4.2 3.4	MON. MON. MON.			2,120 2.6 2.8* 10* 2.6 2.4	11 10* MON. MON.	2,120 2.6 2.8* 10* 2.6 2.4	11 10* MON. MON.				

[illegible]

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			1.00														
ABC ABC MOVIE OF THE WEEK-CONT'D			1.15													1.4 MON.	
			1.30													1.2 MON.	
			1.30													1.5 MON.	
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	12.15-12.53AM	12.15	5,790	7.1	3,990	4.9	20	5.9	TUE.							
			12.30						4.4	TUE.							
			12.45						4.3*	19*							
ABC FANTASY ISLAND-12.00	1	12.53- 2.01AM	12.45	3,830	4.7	2,690	3.3	20	3.1	TUE.							
			1.00						3.5	TUE.							
			1.15						3.3*	19*							
			1.30						3.6	TUE.							
			1.45						3.2	TUE.							
			2.00						2.6	TUE.							
ABC ABC MOVIE OF THE WEEK-2	1	1.11- 1.29AM	1.00	2,040	2.5	1,870	2.3	15	2.3	MON.							
			1.15						2.3	MON.							
ABC FRIDAYS-PART 2	1	1.29- 2.33AM (SUS)															
	2	1.11- 1.22AM	1.00								2,280	2.8	2,120	2.6	13	2.6	FRI.
	1	1.19- 1.25AM	1.15	2,280	2.8	2,040	2.5	13	2.5	FRI.						2.7	FRI.
	1	1.25- 1.34AM (SUS)															
	2	1.22- 1.30AM (SUS)															
ABC ABC MOVIE OF THE WEEK-2	2	1.37- 1.54AM	1.30								1,300	1.6	1,220	1.5	12	1.5	MON.

			1.45														
CBS NEWSBREAK-M-F	2	1.54- 2.33AM (SUS)														1.5 MON.	
			8.15	9,050	11.1	9,050	11.1	22	11.9	M-F	9,050	11.1	9,050	11.1	23	14.6	M-F
			8.45						11.5	W-F						10.2	TU-F
			9.00						9.4	TUE.							
CBS LATE MOVIE I			11.30	7,910	9.7	4,970	6.1	20	6.3	M-F	7,580	9.3	4,890	6.0	20	6.3	M-F
			11.45						6.2*	17*						6.3*	18*
			12.00						6.2	M-F						6.3	M-F
			12.15						6.1*	22*						5.9	M-F
			12.30						6.0	M-F						5.9*	22*
			12.45						5.8	M-F						5.8	M-F
			12.45						4.3	M-F						5.6	M-F
CBS LATE MOVIE II		VARIOUS TIMES (SUS)															
			12.30	4,730	5.8	3,670	4.5	24	5.2	M-F	4,890	6.0	3,750	4.6	25	5.0	M-F
			12.45						4.8	M-F						4.8	M-F
			1.00						4.4	M-F						4.6	M-F
			1.15						4.0	M-F						4.5*	27*
			1.30						3.9	MON.						4.3	M-F
NBC NBC NEWS CAPSULE-M-F		VARIOUS TIMES (SUS)														3.7	M & W
			8.45	7,090	8.7	7,090	8.7	17	8.7	M-F	7,740	9.5	7,740	9.5	19	10.1	M-F
			9.00													7.1	FRI.
			9.15						8.9	MON.							
NBC NBC NEWS CAPSULE-2-M-F			9.45	8,640	10.8	8,640	10.6	20	11.1	M-F	8,480	10.4	8,480	10.4	19	10.4	TU&TH
			10.00						9.8	MON.							
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,390	10.3	4,810	5.9	18	7.0	M-F	9,210	11.3	5,540	6.8	22	8.2	M-F
			11.45						6.3	M-F						7.1	M-F
			12.00						5.7	M-F						6.5	M-F
			12.15						5.3*	19*						5.2	M-F

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OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE					
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	%	%	
EVENING MONDAY-FRIDAY-CONT'D																		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45	2,850	3.5	2,360	2.9	14	3.1 2.7	M-TH M-TH		3,180	3.9	2,450	3.0	15	3.3 2.7	M-TH M-TH
NBC SCTV NETWORK		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	4,400	5.4	2,360	2.9	14	3.3 3.1 3.2 3.0 2.6 2.5	FRI. FRI. FRI. FRI. FRI. FRI.		3,830	4.7	1,710	2.1	11	2.7 2.2 2.4 2.2 1.9 1.5	FRI. FRI. FRI. FRI. FRI. FRI.
			1.00 1.15 1.30 1.45				3.1*	15*							2.3*	12*		
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	2,360	2.9	1,870	2.3	14	2.4 2.1	M-TH M-TH		2,120	2.6	1,790	2.2	14	2.4 2.1	M-TH M-TH
NBC NBC NEWS OVERNIGHT-M-F		>	1.30 1.45 2.00 2.15 2.30	1,470	1.8	1,220	1.5	11	1.7 1.4 1.5 1.5	M-F M-TH W & F W & F		1,300	1.6	980	1.2	10	1.5 1.2 1.1 .9 1.0	M-F M-TH M-F M-F FRI.
			1.45 2.00 2.15 2.30												1.3*	10*		
		VARIOUS TIMES	(SUS)												.9*	7*		
DAY MONDAY-FRIDAY																		
ABC ABC NEWS THIS MORNIN-6.00(SUS)	1	6.00- 6.15AM	6.00							M-F								
ABC ABC NEWS THIS MORNIN-6.15(SUS)	1	6.15- 6.30AM	6.15							M-F								

ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,390	1.7	1,300	1.6	17	1.6	M-F		1,390	1.7	1,220	1.5	17	1.5	M-F
ABC SPECIAL REPORT I(SUS)	2	9.24- 9.28AM	9.15															TUE.
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F								M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,090	8.7	6,850	8.4	27	8.4	M-F		7,500	9.2	7,170	8.8	29	8.8	M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F								M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F								M-F
CBS SUMMER SEMESTER-MWF(SUS)		6.00- 6.30AM	6.00							M-F								M-F
CBS SUMMER SEMESTER-TTH(SUS)		6.00- 6.30AM	6.00							M-F								M-F
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30 6.45	410	.5	410	.5	6	.5 .5	M-F M-F		570	.7	490	.6	8	.6 .6	M-F M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,600	8.1	6,360	7.8	29	7.8	M-F		6,190	7.6	6,030	7.4	29	7.4	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,130	6.3	4,810	5.9	21	5.9	M-F		4,970	6.1	4,650	5.7	19	5.7	M-F
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30 6.45	1,140	1.4	980	1.2	15	1.1 1.4	M-F M-F		1,300	1.6	1,060	1.3	17	1.2 1.4	M-F M-F
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	2,120	2.6	1,870	2.3	20	2.3			2,530	3.1	2,360	2.9	32	2.9	
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	2,850	3.5	2,530	3.1	19	3.1			2,930	3.6	2,690	3.3	23	3.3	
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	3,750	4.6	3,020	3.7	19	3.7			3,500	4.3	3,020	3.7	20	3.7	
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	3,750	4.6	3,500	4.3	18	4.3			3,910	4.8	3,750	4.6	21	4.6	
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00															
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,960	2.4	1,870	2.3	18	2.3			1,550	1.9	1,140	1.4	14	1.4	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,850	3.5	2,610	3.2	20	3.2			1,630	2.0	1,470	1.8	12	1.8	

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,180	3.9	2,690	3.3	17	3.3		3,020	3.7	2,450	3.0	16	3.0	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	5,130	6.3	4,970	6.1	29	6.1		4,480	5.5	4,400	5.4	26	5.4	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,280	7.7	5,950	7.3	30	7.3		6,110	7.5	5,950	7.3	33	7.3	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,950	7.3	5,710	7.0	29	7.0		5,790	7.1	5,620	6.9	31	6.9	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,300	6.5	5,130	6.3	26	6.3		3,830	4.7	3,670	4.5	20	4.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,020	3.7	2,930	3.6	14	3.6		2,930	3.6	2,610	3.2	13	3.2	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,750	4.6	3,500	4.3	16	4.3		3,670	4.5	3,500	4.3	19	4.3	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,850	3.5	2,690	3.3	12	3.3		3,590	4.4	3,180	3.9	16	3.9	
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,340	4.1	3,260	4.0	35	4.0		2,040	2.5	1,960	2.4	26	2.4	
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	5,950	7.3	5,790	7.1	39	7.1		5,950	7.3	5,870	7.2	43	7.2	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	3,500	4.3	3,420	4.2	19	4.2		3,990	4.9	3,990	4.9	22	4.9	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	3,180	3.9	3,020	3.7	15	3.7		2,930	3.6	2,690	3.3	15	3.3	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	4,650	5.7	4,480	5.5	21	5.5		2,930	3.6	2,770	3.4	14	3.4	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.17PM	-GRID 2.15								5,050	6.2	4,480	5.5	22	5.9	
NBC NBC MAJOR LEAGUE BASEBALL	2	2.17- 5.17PM	-GRID 5.00								13,770	16.9	6,190	7.6	26	7.1	

				5.15													1.3
				5.30													<<
				6.00													<<
				6.15													<<
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.05AM	-GRID 11.00								2,200	2.7	1,550	1.9	9	2.0	
ABC DEAR ALEX & ANNIE-11.25AM	1	10.55-10.59AM	10.45	1,300	1.6	1,060	1.3	6	1.3		1,960	2.4	1,630	2.0	9	2.0	
	2	11.25-11.29AM	11.15														
ABC SPECIAL REPORT 2(SUS)	2	2.15- 2.17PM	2.15														
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NEWS SPEC. RPT.(SUS)	2	2.12- 2.13PM	2.00														
NBC ANHEUSER-BUSCH GOLF-SUN.(S)	2	2.00- 4.03PM	-GRID 4.00								5,790	7.1	3,100	3.8	13	3.9	